

# Job Profiles Innisfil's Top 25 In-Demand Roles



## Executive Summary

This report profiles the top 25 in-demand careers in Innisfil, providing detailed job descriptions, required skills, qualifications, salary ranges, typical employers, and career pathways for each role. These occupations span Innisfil's priority sectors, as well as core enabling roles that support economic and community growth.

The roles were identified based on a combination of local job posting data, employer feedback, and alignment with Innisfil's strategic economic development priorities. They reflect both current hiring needs and longer-term workforce trends, including:

- Persistent shortages in skilled trades such as electricians, HVAC technicians, and millwrights.
- Growing demand for digitally skilled roles in marketing, creative media, and IT support.
- The continuing importance of entry-level and enabling roles that keep core sectors operating, from truck drivers to administrative assistants.
- Opportunities for sector-specific growth in agri-food processing, tourism and hospitality, and healthcare-related occupations.

By outlining the skills, credentials, and pathways associated with each role, this report serves as a practical resource for employers, educators, job seekers, and workforce planners to align training and recruitment strategies with Innisfil's labour market needs.

# Methodology

The identification and profiling of the Top 25 in-demand careers in Innisfil followed a structured process designed to ensure relevance, accuracy, and alignment with local priorities:

## 1. Data Collection

- Analyzed local job postings from January to June 2025 to identify high-demand roles across sectors.
- Reviewed Simcoe County, Southwestern Ontario, and provincial labour market data to capture broader trends influencing Innisfil.

## 2. Employer Input

- Incorporated feedback from Innisfil employers through surveys and consultations to validate job demand and identify skill gaps.

## 3. Strategic Alignment

- Cross-referenced roles with the Town of Innisfil's Economic Development Strategic Plan to ensure they support targeted growth sectors.

## 4. Role Prioritization

- Selected occupations that show strong hiring demand, critical sector relevance, and/or significant workforce shortages.

- Included enabling roles essential to community functioning, even if they fall outside strategic growth sectors.

## 5. Job Profile Development

- Created standardized profiles for each role, including:
  - Job description and sector relevance
  - Key skills and qualifications
  - Typical local employers
  - Average wages
  - Career pathways and advancement opportunities
  - Alignment with programs at Georgian College and Lakehead University
- Incorporated NOC 2021 codes for national consistency and comparability.

This methodology ensures that the report reflects real-world hiring needs and provides actionable insight for workforce development in Innisfil.

## The Top 25 In-Demand Roles

This list has prioritized roles that fit within the following target sectors:

- Advanced Manufacturing
- Agri-Tech / Food Processing
- Creative Industries
- Tourism
- Life Sciences
- Clean-Tech Supply Chain

It also included critical enabling or support roles if:

- They show strong local job posting data or were mentioned by employers, and
- They support one or more target sectors or the broader community.

### Advanced Manufacturing & Clean-Tech

1. Machine Operator (NOC 73401)
2. Quality Assurance Technician (NOC 22100)
3. Maintenance Technician / Millwright (NOC 72400)
4. Electrician (NOC 72200)
5. HVAC Technician (NOC 72402)
6. Production Supervisor / Lead Hand (NOC 72024)

7. Industrial Mechanic / Technician (NOC 72401)
8. Welder / Fabricator (NOC 72106)

### Agri-Tech & Food Processing

9. General Farm Labourer (NOC 85100)
10. Food Production Worker (NOC 95106)
11. Heavy Equipment Operator (NOC 73400)

### Creative Industries

12. Graphic / Digital Media Designer (NOC 52120)
13. Content Creator / Social Media Coordinator (NOC 51111)
14. Marketing Coordinator (NOC 11202)

### Tourism

15. Food & Beverage Server (NOC 65200)
16. Tourism Service Staff (Front Desk Agent / Recreation Attendant / Kitchen Helper) (*Combined NOCs: 64300, 65201, 65210*) (*Consolidated*)

### Life Sciences

17. Personal Support Worker (NOC 44101)
18. Registered Nurse (NOC 31301)
19. Early Childhood Educator (NOC 42202)

### **Core Enabling Roles (Support Multiple Sectors)**

- 20. Human Resources Professional (NOC 11201)
- 21. Truck Driver (NOC 73300)
- 22. Administrative Assistant (NOC 13110)
- 23. IT Support Technician (NOC 22221)
- 24. Construction Labourer (NOC 75110)
- 25. Skilled Trades Helper / Apprentice (e.g., NOC 75119)

## Detailed Profiles

### 1. Machine Operator (NOC 73401)

- **Detailed description:** Operate and monitor machinery used in manufacturing and production.
- **Relevance of role within the context of the Town of Innisfil:** Strong local job posting volume and essential to advanced manufacturing.
- **Sector the role belongs to and how:** Advanced Manufacturing – supports production and industrial operations.
- **Key trends for this role:** Automation is changing the skillset required, with growing need for troubleshooting and technical proficiency.
- **Key Skills:** Machine operation, attention to detail, mechanical aptitude, safety protocols.
- **Typical Employers (Innisfil):** Chantler Transport, Maple Leaf Holdings, Comet Chemical.
- **Qualifications:** High school diploma; on-the-job training.
- **Average salary or market wage:** \$19–\$27/hour (Simcoe region).

- **Career pathways and advancement prospects:** May progress to lead hand, supervisor, or maintenance technician roles.
- **Alignment with programs offered at Georgian College and Lakehead University:** Georgian College – Manufacturing Techniques.

### 2. Quality Assurance Technician (NOC 22100)

- **Detailed description:** Monitor and test products to ensure they meet quality and regulatory standards.
- **Relevance of role within the context of the Town of Innisfil:** Identified in regional job postings and critical to maintaining manufacturing standards.
- **Sector the role belongs to and how:** Advanced Manufacturing – supports compliance and continuous improvement.
- **Key trends for this role:** Increased use of digital tools and real-time data tracking in quality processes.
- **Key Skills:** Data entry, testing procedures, attention to detail, and documentation.
- **Typical Employers (Innisfil):** Tempo Flexible Packaging.
- **Qualifications:** Post-secondary diploma in science or engineering preferred.

- **Average salary or market wage:** \$22–\$35/hour.
- **Career pathways and advancement prospects:** Progression to QA supervisor or compliance manager.
- **Alignment with programs offered at Georgian College and Lakehead University:** Georgian – Quality Assurance Manufacturing and Management.

### 3. Maintenance Technician / Millwright (NOC 72400)

- **Detailed description:** Maintain and repair industrial machinery and mechanical equipment.
- **Relevance of role within the context of the Town of Innisfil:** Frequently cited as hard-to-fill; essential to keeping production facilities running.
- **Sector the role belongs to and how:** Advanced Manufacturing – supports equipment longevity and efficiency.
- **Key trends for this role:** Demand outpaces supply due to retirements and low apprenticeship completion rates.
- **Key Skills:** Mechanical troubleshooting, preventative maintenance, blueprint reading, welding.
- **Typical Employers (Innisfil):** Maple Leaf Holdings,

Comet Chemical.

- **Qualifications:** Trade certification; 433A Millwright license preferred.
- **Average salary or market wage:** \$30–\$42/hour.
- **Career pathways and advancement prospects:** Supervisory roles or industrial engineering tech.
- **Alignment with programs offered at Georgian College and Lakehead University:** Georgian – Mechanical Techniques / Apprenticeship.
- **Apprenticeship information (if relevant):** Yes – Ontario Apprenticeship Program.

### 4. Electrician (NOC 72200)

- **Detailed description:** Install, maintain, and repair electrical wiring, equipment, and systems.
- **Relevance of role within the context of the Town of Innisfil:** Included due to consistent demand and alignment with growth in construction and manufacturing.
- **Sector the role belongs to and how:** Advanced Manufacturing and Clean-Tech – supports plant operations and energy efficiency.
- **Key trends for this role:** Aging workforce and clean

energy upgrades are boosting demand.

- **Key Skills:** Circuitry, diagnostics, reading blueprints, code compliance.
- **Typical Employers (Innisfil):** Local electrical contractors, facilities managers.
- **Qualifications:** Certificate of Qualification – 309A Electrician (Construction and Maintenance).
- **Average salary or market wage:** \$32–\$45/hour.
- **Career pathways and advancement prospects:** Lead electrician, site supervisor, or estimator.
- **Alignment with programs offered at Georgian College and Lakehead University:** Georgian – Electrical Techniques, Pre-Apprenticeship.
- **Apprenticeship information (if relevant):** Yes – Ontario Apprenticeship Program.

#### 5. HVAC Technician (NOC 72402)

- **Detailed description:** Install, service, and maintain heating, ventilation, and air conditioning systems.
- **Relevance of role within the context of the Town of Innisfil:** Important for commercial, residential, and industrial developments.
- **Sector the role belongs to and how:** Clean-Tech

Supply Chain and Construction – supports energy efficiency and infrastructure.

- **Key trends for this role:** Increased focus on energy-efficient systems and retrofits.
- **Key Skills:** System installation, diagnostics, refrigerant handling, customer service.
- **Typical Employers (Innisfil):** Local contractors, facilities at Friday Harbour and Georgian Downs.
- **Qualifications:** Gas Technician license; HVAC diploma or certificate.
- **Average salary or market wage:** \$25–\$40/hour.
- **Career pathways and advancement prospects:** Controls technician, HVAC designer, or business owner.
- **Alignment with programs offered at Georgian College and Lakehead University:** Georgian – HVAC Techniques.
- **Apprenticeship information (if relevant):** Yes – Ontario Apprenticeship Program.

#### 6. Production Supervisor / Lead Hand (NOC 72024)

- **Detailed description:** Oversee manufacturing operations, coordinate production schedules, ensure safety and quality standards are met, and manage

teams of production workers.

- **Relevance of role within the context of the Town of Innisfil:** Critical for the region's many small-to-mid-sized manufacturers transitioning to leaner and more tech-integrated operations.
- **Sector the role belongs to and how:** Advanced Manufacturing – frontline leadership essential to plant productivity and labour force stability.
- **Key trends for this role:** Increased need for supervisors with both technical and people management skills; more automation on the shop floor demands digitally fluent supervisors.
- **Key Skills:** Leadership, scheduling, health & safety, quality control, technical aptitude.
- **Typical Employers (Innisfil):** Tempo Flexible Packaging, Steel Tile Co.
- **Qualifications:** Combination of trade experience and supervisory training; college diploma in manufacturing or operations management an asset.
- **Average salary or market wage:** \$60,000–\$85,000/year.
- **Career pathways and advancement prospects:** Plant Manager, Operations Manager, Technical Trainer.

- **Alignment with programs offered at Georgian College and Lakehead University:**

- Georgian – Leadership Development, Manufacturing Management
- Lakehead – Business and Organizational Studies.

## 7. Industrial Mechanic / Technician (NOC 72401)

- **Detailed description:** Install, maintain, troubleshoot, and repair industrial machinery and mechanical equipment in manufacturing and processing environments.
- **Relevance of role within the context of the Town of Innisfil:** A key role across Innisfil's advanced manufacturing sector, especially in plastics, food processing, and light industrial operations.
- **Sector the role belongs to and how:** Advanced Manufacturing – essential for equipment uptime and production efficiency.
- **Key trends for this role:** Preventative maintenance and automation integration are increasing demand for mechanics with advanced diagnostics and control system skills.
- **Key Skills:** Mechanical repair, blueprint reading, hydraulic/pneumatic systems, safety protocols.

- **Typical Employers (Innisfil):** Maple Leaf Holdings.
- **Qualifications:** Industrial Mechanic (Millwright) Certificate of Qualification (433A); Red Seal endorsement preferred.
- **Average salary or market wage:** \$30–\$45/hour.
- **Career pathways and advancement prospects:** Senior Technician, Maintenance Supervisor, Reliability Engineer.
- **Alignment with programs offered at Georgian College and Lakehead University:** Georgian – Industrial Mechanic (Millwright) Apprenticeship.
- **Apprenticeship information (if relevant):** Yes – Ontario Apprenticeship Program (433A).

## 8. Welder / Fabricator (NOC 72106)

- **Detailed description:** Weld and fabricate metal components for structures, tools, and equipment.
- **Relevance of role within the context of the Town of Innisfil:** Frequently mentioned by local employers and supports industrial and construction projects.
- **Sector the role belongs to and how:** Advanced Manufacturing – essential to custom parts and structural assembly.
- **Key trends for this role:** Increasing automation and

need for dual welding/fabrication skillsets.

- **Key Skills:** MIG/TIG welding, blueprint reading, fabrication, quality control.
- **Typical Employers (Innisfil):** Tarpin Lumber, Manitoulin Transport
- **Qualifications:** Trade certification; welding diploma or certificate.
- **Average salary or market wage:** \$25–\$38/hour.
- **Career pathways and advancement prospects:** Welding inspector, shop supervisor, or CNC technician.
- **Alignment with programs offered at Georgian College and Lakehead University:** Georgian – Welding Techniques.
- **Apprenticeship information (if relevant):** Yes – Ontario Apprenticeship Program.

## 9. General Farm Labourer (NOC 85100)

- **Detailed description:** Assist in planting, cultivating, irrigating, harvesting, and packaging crops, or tend livestock and poultry. Duties are typically hands-on and physically demanding, varying by season and farm type.
- **Relevance of role within the context of the Town**

**of Innisfil:** With over 170 farms in the area, including grain, cattle, and mixed operations, general farm labourers remain a foundational workforce for Innisfil's agricultural sector.

- **Sector the role belongs to and how:** Agri-Tech / Food Processing supports primary agricultural production that feeds into the value-added food chain.
- **Key trends for this role:** Farms are slowly adopting automation and agri-tech tools, but seasonal and manual labour remains essential. Labour shortages are persistent due to the physical nature and seasonality of the work.
- **Key Skills:** Physical stamina, basic equipment operation, animal care, and reliability.
- **Typical Employers (Innisfil):** Duivenvoorden Farms, family-run grain and livestock farms.
- **Qualifications:** No formal education required; on-the-job training provided.
- **Average salary or market wage:** \$16–\$21/hour (seasonal variation).
- **Career pathways and advancement prospects:** Farm Supervisor, Equipment Operator, Specialty Crop Worker.

## 10. Food Production Worker (NOC 95106)

- **Detailed description:** Operate machinery, handle ingredients, monitor quality, and package finished products in food and beverage processing facilities. Work often involves fast-paced, repetitive tasks on production lines.
- **Relevance of role within the context of the Town of Innisfil:** As interest grows in local food production and processing, this role is becoming more critical. Innisfil's proximity to agricultural producers and potential for agri-food expansion increases demand for these workers.
- **Sector the role belongs to and how:** Agri-Tech / Food Processing – connects directly to local farm output and the growth of value-added food manufacturing.
- **Key trends for this role:** Food safety standards and automation are increasing. There's growing interest in local food systems and year-round processing, requiring consistent labour.
- **Key Skills:** Attention to detail, food safety knowledge, machine operation, teamwork.
- **Typical Employers (Innisfil):** Food processors in surrounding areas (e.g., Barrie, Bradford), emerging

small-scale processors.

- **Qualifications:** High school diploma preferred; food handling certification may be required.
- **Average salary or market wage:** \$18–\$24/hour.
- **Career pathways and advancement prospects:** Line lead, Quality Assurance Technician, Production Supervisor.
- **Alignment with programs offered at Georgian College and Lakehead University:**
  - Georgian – Culinary Skills, Food Safety Training (Continuing Education).

## 11. Heavy Equipment Operator (NOC 73400)

- **Detailed description:** Operate heavy machinery such as excavators, bulldozers, loaders, and graders to move earth, load materials, clear land, and perform other tasks in construction, roadwork, and resource sectors.
- **Relevance of role within the context of the Town of Innisfil:** Widely needed for infrastructure development, site servicing, road construction, and private land development. Innisfil's ongoing growth and investment in roads, housing, and utilities keeps demand steady.

- **Sector the role belongs to and how:** Advanced Manufacturing / Construction Enabling – directly supports development and large-scale projects across sectors.
- **Key trends for this role:** Aging workforce and retirements are contributing to shortages. Use of GPS and grade control systems is increasing, requiring tech-savvy operators.
- **Key Skills:** Machine operation, safety protocols, precision control, situational awareness.
- **Typical Employers (Innisfil):** Duivenvoorden Haulage, Town of Innisfil (Public Works).
- **Qualifications:** High school diploma, equipment-specific certification, DZ license often required.
- **Average salary or market wage:** \$25–\$38/hour.
- **Career pathways and advancement prospects:** Site Foreman, Supervisor, Equipment Trainer, Business Owner.
- **Alignment with programs offered at Georgian College and Lakehead University:** Georgian – Heavy Equipment Operator (Continuing Education / Skills Training).
- **Apprenticeship information (if relevant):** Yes –

through Ontario College of Trades or union training programs.

## 12. Graphic / Digital Media Designer (NOC 52120)

- **Detailed description:** Design visual content for digital and print platforms, including branding materials, websites, social media graphics, advertisements, and multimedia content. May work independently, in agencies, or within larger organizations.
- **Relevance of role within the context of the Town of Innisfil:** Supports the creative economy and small business sector, which rely heavily on digital presence and branding. Also relevant for tourism, events, and tech-related services.
- **Sector the role belongs to and how:** Creative Industries – contributes to branding, marketing, and visual storytelling; essential in digital-first economies.
- **Key trends for this role:** Rising demand for digital-first skillsets (e.g., UI/UX, motion design, social media content). Freelance and remote opportunities are expanding.
- **Key Skills:** Adobe Creative Suite, web and mobile design, brand development, creative thinking.
- **Typical Employers (Innisfil):** Local marketing firms,

tourism and hospitality operators, independent contractors, and in-house marketing teams.

- **Qualifications:** Diploma or degree in graphic design, digital media, or a related field; strong portfolio is key.
- **Average salary or market wage:** \$45,000–\$70,000/year depending on experience and specialization.
- **Career pathways and advancement prospects:** Art Director, Creative Director, UI/UX Designer, Motion Designer, Freelance Studio Owner.
- **Alignment with programs offered at Georgian College and Lakehead University:**
  - Georgian – Graphic Design, Interactive Media Design
  - Lakehead – Media, Film & Communications (Orillia campus).

## 13. Content Creator / Social Media Coordinator (NOC 51111)

- **Detailed description:** Develops and manages digital content across social media platforms, websites, blogs, and marketing campaigns. Often responsible for community engagement, brand storytelling, and analytics reporting.
- **Relevance of role within the context of the Town**

**of Innisfil:** Increasingly vital for local businesses, tourism operators, and community organizations looking to boost visibility and engagement online.

- **Sector the role belongs to and how:** Creative Industries / Tourism – Supports marketing, communications, and public engagement across sectors.
- **Key trends for this role:** Demand is growing as businesses recognize the importance of digital visibility. Roles are often hybrid or freelance, and require agility in tools, platforms, and storytelling.
- **Key Skills:** Content strategy, video editing, social media management, writing, platform analytics.
- **Typical Employers (Innisfil):** Friday Harbour, tourism operators, real estate brokerages, small businesses, local media outlets.
- **Qualifications:** Diploma or degree in marketing, communications, journalism, or related fields. Proven digital portfolio often required.
- **Average salary or market wage:** \$40,000–\$60,000/year depending on experience and industry.
- **Career pathways and advancement prospects:** Digital Marketing Manager, Communications

Manager, Brand Strategist, Consultant.

- **Alignment with programs offered at Georgian College and Lakehead University:**
  - Georgian – Digital Content Creation and Strategy, Marketing Communications
  - Lakehead – English/Communications Studies, Business.

#### 14. Marketing Coordinator (NOC 11202)

- **Detailed description:** Supports the planning and execution of marketing campaigns, events, and promotional materials. Manages advertising, social media, internal communications, and often tracks analytics and ROI.
- **Relevance of role within the context of the Town of Innisfil:** Commonly employed by tourism-related businesses, real estate developers, retail, and regional institutions looking to grow brand awareness or drive customer engagement.
- **Sector the role belongs to and how:** Creative Industries / Tourism – Provides cross-sector promotional support for local growth sectors including real estate, hospitality, and lifestyle brands.
- **Key trends for this role:** There's increasing demand for digitally fluent marketing staff with strong

analytical and project coordination skills. Employers are seeking multi-channel experience.

- **Key Skills:** Campaign coordination, digital marketing, writing, analytics, SEO/SEM, CRM tools.
- **Typical Employers (Innisfil):** Friday Harbour, Gateway Casinos, real estate teams, small manufacturing firms, municipal and tourism organizations.
- **Qualifications:** Diploma or degree in marketing, communications, or business. Certifications in Google Ads, HubSpot, or analytics are often preferred.
- **Average salary or market wage:** \$45,000–\$65,000/year depending on scope and industry.
- **Career pathways and advancement prospects:** Marketing Manager, Brand Strategist, Digital Campaign Lead, Communications Director.
- **Alignment with programs offered at Georgian College and Lakehead University:**
  - Georgian – Marketing & Communications, Digital Content Creation
  - Lakehead – Business with Marketing specialization.

## 15. Food & Beverage Server (NOC 65200)

- **Detailed description:** Takes customer orders, serves food and drinks, explains menu items, handles payments, and ensures guest satisfaction in dining settings such as restaurants, resorts, or pubs.
- **Relevance of role within the context of the Town of Innisfil:** A foundational role in the town's vibrant tourism and hospitality sector, with demand from seasonal businesses, resorts, and casual dining establishments.
- **Sector the role belongs to and how:** Tourism – Directly supports visitor-facing businesses, particularly in high-traffic seasons and at anchor destinations.
- **Key trends for this role** include ongoing staffing shortages, driven by seasonal fluctuations, housing constraints, and lower retention rates. Tips-based pay and irregular schedules can pose challenges to long-term staffing.
- **Key Skills:** Customer service, multitasking, communication, point-of-sale (POS) systems, time management.
- **Typical Employers (Innisfil):** Friday Harbour Resort, Gateway Casinos, Georgian Downs, local restaurants

and dining venues.

- **Qualifications:** Smart Serve certification required in Ontario; high school diploma often sufficient.
- **Average salary or market wage:** \$16.55/hour + tips (minimum wage for liquor servers); total earnings vary significantly with tips.
- **Career pathways and advancement prospects:** Supervisor, Restaurant Manager, Event Coordinator, Food & Beverage Manager in resort settings.
- **Alignment with programs offered at Georgian College and Lakehead University:** Georgian – Hospitality Skills, Food & Beverage Service

#### **16. Tourism Service Staff (Front Desk Agent / Recreation Attendant / Kitchen Helper) (Combined NOCs: 64300, 65201, 65210)**

- **Detailed description:** Includes a range of front-line hospitality roles. Front Desk Agents handle guest check-ins and reservations; Recreation Attendants support guests with activities and events; Kitchen Helpers assist in food prep and cleanliness in hospitality kitchens.
- **Relevance of role within the context of the Town of Innisfil:** Core to the tourism sector, especially during peak seasons. Innisfil's destination venues

and resort economy rely heavily on this cluster of service roles.

- **Sector the role belongs to and how:** Tourism – These roles are the face of guest experiences in Innisfil's resorts, casinos, marinas, and seasonal attractions.
- **Key trends for this role:**
  - Ongoing staffing shortages are due to seasonality and competition for labour.
  - Employers are increasingly looking for multi-skilled staff who can flex between guest services, recreation, and food operations.
  - Affordable transportation and housing access remain barriers.
- **Key Skills:** Customer service, teamwork, adaptability, communication, basic food safety or activity coordination.
- **Typical Employers (Innisfil):**
  - Friday Harbour Resort
  - Gateway Casinos Innisfil
  - Georgian Downs
  - Local marinas, campgrounds, & tourism operators

- **Qualifications:** Vary by role, with no formal education typically required. However, certifications such as Smart Serve, Food Handler Certificate, or CPR/First Aid are considered assets.
- **Average salary or market wage:**
  - Front Desk Agent: \$17–\$21/hour
  - Recreation Attendant: \$16–\$20/hour
  - Kitchen Helper: \$16–\$18/hour
- **Career pathways and advancement prospects:**
  - Supervisor or Coordinator roles in respective departments (e.g., Front Office Supervisor, Recreation Coordinator, Kitchen Manager).
  - Progression into hospitality or tourism management roles with experience or education.
- **Alignment with programs offered at Georgian College and Lakehead University:**
  - Georgian – Hospitality Skills, Recreation and Leisure Services

## 17. Personal Support Worker (NOC 44101)

- **Detailed description:** Provide care and assistance to clients in their homes or institutional settings.

- **Relevance of role within the context of the Town of Innisfil:** Among the most commonly posted roles, the aging population increases demand.
- **Sector the role belongs to and how:** Life Sciences – provides frontline health support.
- **Key trends for this role:** Ongoing staffing shortages and rising demand across Ontario.
- **Key Skills:** Compassion, physical care, observation, client support.
- **Typical Employers (Innisfil):** County of Simcoe, CarePartners, ParaMed.
- **Qualifications:** PSW certificate from a recognized institution.
- **Average salary or market wage:** \$19–\$26/hour.
- **Career pathways and advancement prospects:** RPN bridge programs, supervisory PSW, healthcare administration.
- **Alignment with programs offered at Georgian College and Lakehead University:** Georgian – Personal Support Worker Certificate.

## 18. Registered Nurse (NOC 31301)

- **Detailed description:** Registered Nurses (RNs) provide direct patient care, assess health needs,

develop and carry out nursing care plans, and work with other healthcare professionals to deliver services in hospitals, clinics, and community settings.

- **Relevance of role within the context of the Town of Innisfil:** Critical to the future of healthcare delivery, especially with the planned expansion of Royal Victoria Regional Health Centre's South Campus in Innisfil, which is expected to increase local healthcare staffing needs significantly.
- **Sector the role belongs to and how:** Life Sciences – Central to health service delivery and a key occupation in Innisfil's growing healthcare infrastructure.
- **Key trends for this role:**
  - Retirements, burnout, and rising demand drive national and provincial nursing shortages.
  - Increasing emphasis on community-based care, chronic disease management, and culturally responsive care.
  - Demand for RNs with specialized training in mental health, geriatrics, and emergency care.
- **Key Skills:** Clinical assessment, critical thinking, patient communication, medical documentation, teamwork.

- **Typical Employers (Innisfil):**

- Royal Victoria Regional Health Centre (future South Campus)
- Simcoe Muskoka District Health Unit
- Local family health teams, long-term care homes, and community health providers

- **Qualifications:** Bachelor of Science in Nursing (BScN), plus registration with the College of Nurses of Ontario (CNO).

- **Average salary or market wage:** \$70,000 – \$100,000/year, depending on experience and specialization.

- **Career pathways and advancement prospects:**

- Clinical Nurse Specialist, Nurse Practitioner, Nurse Educator, or management roles such as Clinical Supervisor or Director of Care.

- **Alignment with programs offered at Georgian College and Lakehead University:**

- Georgian – BScN Collaborative Nursing Program (with York University)
- Lakehead – Bachelor of Science in Nursing, Master of Nursing

## 19. Early Childhood Educator (NOC 42202)

- **Detailed description:** Early Childhood Educators (ECEs) design and implement age-appropriate programs to support the social, emotional, cognitive, and physical development of children from infancy to age 12. They work in child care centres, preschools, kindergartens, and other early learning settings.
- **Relevance of role within the context of the Town of Innisfil:** Innisfil's population growth and rising number of young families are increasing demand for licensed child care and early learning services. ECEs are essential to supporting working parents and ensuring quality early education.
- **Sector the role belongs to and how:** Enabling Services – foundational to workforce participation and childhood development; indirectly supports all sectors by helping parents enter or stay in the labour force.
- **Key trends for this role:**
  - High turnover and burnout due to low wages and challenging working conditions.
  - Increased demand for inclusive, trauma-informed, and culturally sensitive care.
  - More integration between early learning and

school systems, including full-day kindergarten.

- **Key Skills:** Child development knowledge, program planning, communication with parents, observation and documentation, creativity, patience.
- **Typical Employers (Innisfil):**
  - YMCA of Simcoe/Muskoka
  - Licensed home and centre-based child care providers
  - Simcoe County District School Board – kindergarten classrooms
- **Qualifications:** Diploma in Early Childhood Education; must be registered with the College of Early Childhood Educators (CECE).
- **Average salary or market wage:** \$19–\$28/hour depending on experience and setting.
- **Career pathways and advancement prospects:** Child Care Supervisor, Program Coordinator, Early Years Consultant, Special Needs Resource Educator.
- **Alignment with programs offered at Georgian College and Lakehead University:**
  - Georgian – Early Childhood Education Diploma, Honours Bachelor of Early Learning and

## Community Development

- Lakehead – Bachelor of Education (for ECEs looking to transition to teaching)

## 20. Human Resources Professional (NOC 11201)

- **Detailed description:** Human Resources (HR) professionals manage recruitment, employee relations, training and development, compensation, and organizational policy. They help organizations attract, retain, and develop their workforce.
- **Relevance of role within the context of the Town of Innisfil:** As Innisfil's economy grows and local businesses expand, HR professionals are increasingly essential to help manage talent shortages, workplace culture, and workforce planning, especially in small to mid-sized enterprises without dedicated HR teams.
- **Sector the role belongs to and how:** Enabling Services – supports all strategic sectors by strengthening workforce management and talent development across industries.
- **Key trends for this role:**
  - Growing demand for HR generalists in small businesses and HR specialists in areas like DEI, health & safety, and digital HR systems.
  - Employers are placing greater emphasis on retention strategies, onboarding, and succession planning.
  - There is a stronger need for compliance knowledge in employment legislation and workplace standards.
- **Key Skills:** Recruitment, employee relations, performance management, HR information systems (HRIS), policy development, conflict resolution.
- **Typical Employers (Innisfil):**
  - Regional manufacturers and growing employers (e.g., Tempo Flexible Packaging, Steel Tile Co.)
  - Public sector organizations and school boards
  - Hospitality and service industry operators (e.g., Friday Harbour)
- **Qualifications:** Post-secondary education in HR, business administration, or a related field; CHRP (Certified Human Resources Professional) designation is preferred for many roles.
- **Average salary or market wage:** \$55,000 – \$85,000/year, depending on experience and company size.
- **Career pathways and advancement prospects:** HR Manager, Talent Acquisition Specialist, Organizational

Development Consultant, HR Director.

- **Alignment with programs offered at Georgian College and Lakehead University:**

- Georgian – Human Resources Management Graduate Certificate, Business – Human Resources diploma
- Lakehead – Honours Bachelor of Commerce (Human Resources concentration)

## 21. Truck Driver (NOC 73300)

- **Detailed description:** Operate heavy trucks to transport goods and materials locally and regionally.
- **Relevance of role within the context of the Town of Innisfil:** Consistently in demand across logistics and supply chain employers.
- **Sector the role belongs to and how:** Clean-Tech / Logistics – supports regional and national distribution.
- **Key trends for this role** Include Retirement and licensing backlogs that are straining the supply of drivers.
- **Key Skills:** Safe driving, logistics, time management, customer service.
- **Typical Employers (Innisfil):** Duivenvoorden

Haulage, DSV, Chantler Transport.

- **Qualifications:** Class AZ driver's license; defensive driving training.
- **Average salary or market wage:** \$25–\$35/hour.
- **Career pathways and advancement prospects:** Dispatch, fleet supervisor, owner-operator.

## 22. Administrative Assistant (NOC 13110)

- **Detailed description:** Administrative Assistants perform a wide variety of clerical and administrative tasks, including managing correspondence, scheduling appointments, maintaining records, and supporting internal operations across departments.
- **Relevance of role within the context of the Town of Innisfil:** This role is vital to the functioning of businesses, healthcare providers, educational institutions, and government offices in Innisfil. Many small and mid-sized organizations rely heavily on administrative staff to manage day-to-day operations efficiently.
- **Sector the role belongs to and how:** Enabling Services: supports all priority sectors (manufacturing, healthcare, tourism, agri-tech) by providing essential office and operational coordination.

- **Key trends for this role:**

- Increasing use of digital tools (e.g., cloud scheduling, CRM systems, accounting software).
- Hybrid and remote work models are shifting expectations and skill sets for administrative support.
- Employers value adaptability and multitasking in fast-paced, dynamic environments.

- **Key Skills:** Organization, communication, time management, digital literacy (MS Office, scheduling and accounting software), attention to detail.

- **Typical Employers (Innisfil):**

- Medical clinics and healthcare providers
- Local government and education offices
- Small businesses in service, manufacturing, and professional sectors

- **Qualifications:** High school diploma minimum; post-secondary certificate or diploma in office administration or business preferred.

- **Average salary or market wage:** \$42,000 – \$58,000/year.

- **Career pathways and advancement prospects:**

Executive Assistant, Office Manager, HR Coordinator, Customer Service Lead.

- **Alignment with programs offered at Georgian College and Lakehead University:**

- Georgian – Office Administration (General, Executive, Legal, or Health Services)

## 23. IT Support Technician (NOC 22221)

- **Detailed description:** IT Support Technicians provide frontline technical assistance to computer users. They install and configure hardware and software, troubleshoot technical issues, support network systems, and assist in maintaining the IT infrastructure.

- **Relevance of role within the context of the Town of Innisfil:** As local businesses and public institutions continue to adopt digital systems, the demand for reliable, local IT support grows. The role is especially important for Innisfil's tech-enabled manufacturing, creative, and clean-tech sectors.

- **Sector the role belongs to and how:** Enabling Services / Cross-Sector Support – facilitates digital infrastructure and operations across all industries.

- **Key trends for this role:**

- The increased prevalence of remote work has

heightened the need for reliable user support and heightened cybersecurity awareness.

- More companies are adopting cloud-based tools and digital platforms.
- Employers seek staff with both technical and interpersonal communication skills.
- **Key Skills:** Troubleshooting, customer service, hardware/software installation, basic networking, cybersecurity fundamentals.
- **Typical Employers (Innisfil):**
  - School boards and municipal offices
  - Local small-to-mid-sized businesses
  - IT consulting and managed service providers supporting regional clients.
- **Qualifications:** College diploma in information technology, computer systems, or related field. Industry certifications (CompTIA A+, Network+, etc.) are valued.
- **Average salary or market wage:** \$50,000 – \$65,000/year.
- **Career pathways and advancement prospects:**
  - Systems Administrator, Network Technician, IT

Specialist, Cybersecurity Analyst.

- **Alignment with programs offered at Georgian College and Lakehead University:**

- Georgian – Computer Systems Technician, Information Systems Security
- Lakehead – Computer Science, Computer Engineering

#### **24. Construction Labourer (NOC 75110)**

- **Detailed description:** Assist skilled trades on construction sites by performing physical labour and basic construction tasks.
- **Relevance of role within the context of the Town of Innisfil:** Frequently listed by local builders; essential for residential and infrastructure development.
- **Sector the role belongs to and how:** Enabling Services / Advanced Manufacturing – supports development, especially housing and commercial.
- **Key trends for this role:** Strong demand is expected to continue, driven by housing starts and infrastructure upgrades.
- **Key Skills:** Heavy lifting, hand/power tools, safety awareness, teamwork.

- **Typical Employers (Innisfil):** Residential builders and local construction contractors.
- **Qualifications:** High school diploma; WHMIS and safety certifications.
- **Average salary or market wage:** \$20–\$30/hour.
- **Career pathways and advancement prospects:** Apprentice in skilled trades (e.g., carpenter, electrician).
- **Alignment with programs offered at Georgian College and Lakehead University:** Georgian – Construction Techniques.
- **Apprenticeship information (if relevant):** Entry point for trades apprenticeships.

## 25. Skilled Trades Helper / Apprentice (e.g., NOC 75119)

- **Detailed description:** Skilled Trades Helpers assist tradespeople such as carpenters, electricians, plumbers, and HVAC technicians by performing routine tasks at construction or manufacturing sites. Apprentices work toward certification in a specific trade while gaining on-the-job experience and formal training.
- **Relevance of role within the context of the Town of Innisfil:** This is a key entry point for addressing the

skilled trades shortage in Innisfil. Many local employers require reliable helpers or apprentices to support residential construction, manufacturing, and infrastructure projects.

- **Sector the role belongs to and how:** Advanced Manufacturing, Construction, Clean-Tech – directly supports skilled trades in the delivery of core services and infrastructure.
- **Key trends for this role:**
  - Aging workforce in the trades is creating an urgent need for apprentices.
  - More employers open to training newcomers or youth with little experience.
  - Need for flexible apprenticeship pathways and wraparound supports (e.g., transportation, mentorship).
- **Key Skills:** Physical stamina, safety awareness, ability to follow instructions, basic hand and power tool use, willingness to learn.
- **Typical Employers (Innisfil):**
  - Local construction contractors (e.g., residential and commercial builders)
  - HVAC and electrical firms

- Manufacturing and industrial facilities
- **Qualifications:** No formal education is required for helpers; a high school diploma is preferred. Apprentices must register with the Ontario College of Trades and complete formal in-school and on-the-job training.
- **Average salary or market wage:** \$20–\$28/hour (depending on trade and level of experience).
- **Career pathways and advancement prospects:**
  - Progression to fully certified tradesperson (e.g., Electrician, Carpenter, HVAC Technician).
  - Opportunities for specialization, self-employment, or supervisory roles.
- **Alignment with programs offered at Georgian College and Lakehead University:**
  - Georgian – Multiple Pre-Apprenticeship and Apprenticeship programs in Trades (e.g., Electrical, HVAC, Plumbing).
  - Lakehead – n/a for trades-specific programming; supportive for technical management roles.
- **Apprenticeship information (if relevant):** Yes – Ontario Youth Apprenticeship Program (OYAP), Pre-Apprenticeship Training, and Red Seal Trades pathways.



This project is funded in part by the  
Government of Ontario and the Town of Innisfil.

