



Your Local Employment Planning Council

Occupation Report

Advertising, marketing and public relations managers NOC 0124

Ottawa, Ontario, & Canada (2016-2021)

3-year historical data & forecasted growth

Updated May 2019

Advertising, marketing and public relations managers

Ottawa Outlook

NOC 0124

Limited ★ Fair ★★ Good ★★★

Based on past and forecasted growth.

A Local Snapshot

- Employment in this occupation **increased in Ottawa from 2016 to 2018 (21.3%)**, it is forecast to **increase an additional 9.4%** over the next three years.
- **4.3% were unemployed in Ottawa in 2016; 54 (1.4%)** of those in this occupation were **self-employed**.
- **Median hourly wage** for this occupation was **\$46.87**.
- **7.3%** of the 2018 jobs were in the **Other federal services** industry sector.
- Ottawa has a **higher share of this occupation** than the nation.
- **Provincially**, this occupation showed a net increase from 2016 to 2018 (**16.4%**); it is expected to grow over the next three years (**6.8%**).
- In contrast to Ottawa Employment Hub's forecast ranking for this occupation, *Canada Job Bank* forecasted **fair** employment potential for this occupation in Ottawa from 2018-2020.

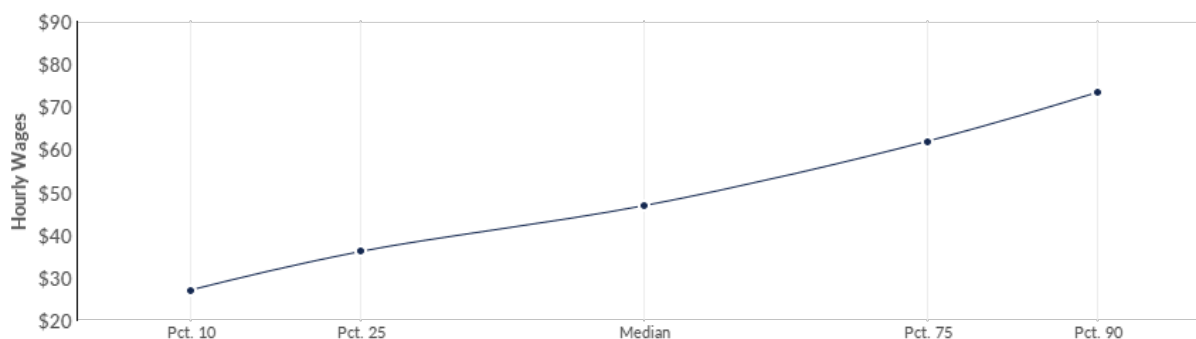
Overview

Ottawa Jobs (2018)	1,668 (1% were self-employed = 54)		
2016 Ottawa Unemployment Rate	4.3%	Ontario	4.2%
Location Quotient to Nation (2018)	1.39		
Change in Jobs (2016 - 2018)	21.3%	(2018 - 2021)	9.4%

NOTE: Location quotient (LQ) is a way of quantifying how concentrated a particular occupation is in a region compared to the nation or province. A quotient of 1.00 means Ottawa has the same share of the occupation as the nation/province. A quotient higher than 1.00 means Ottawa has a greater share, and lower than 1.00 means Ottawa's share is lower than the average.

OTTAWA | Percentile Earnings (not including self-employed)

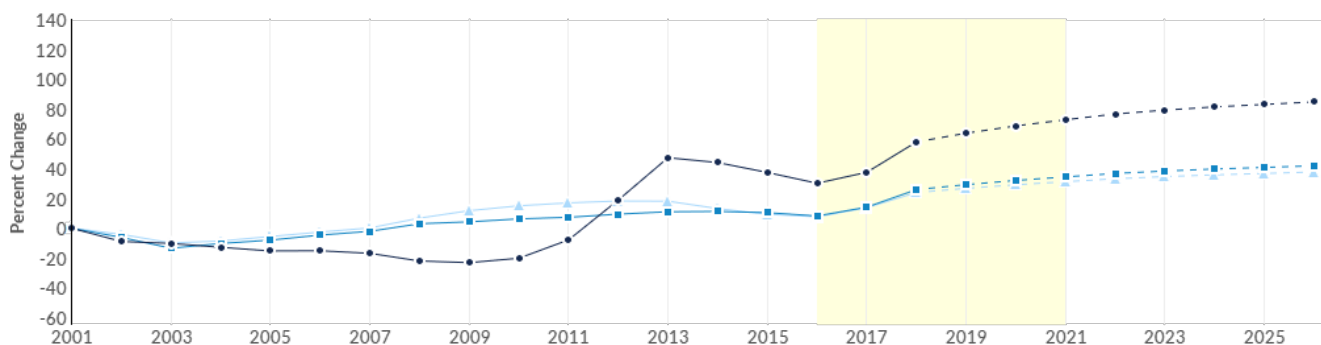
\$36.14/hr	\$46.87/hr	\$61.96/hr
25th Percentile Wages	Median Wages	75th Percentile Wages



Ottawa | Growth

1,375 2016 Jobs	1,825 2021 Jobs	450 Change (2016-2021)	32.7% % Change (2016-2021)
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Regional Trends



Region	2016 Jobs	2021 Jobs	Change	% Change
● Ottawa	1,375	1,825	450	32.7%
● Ontario	15,479	19,231	3,752	24.2%
● Canada	32,511	39,633	7,122	21.9%

	Ottawa	Ontario	Canada
2016 Jobs	1,375	15,479	32,511
2017 Jobs	1,453	16,324	34,374
2018 Jobs	1,668	18,013	37,445
2019 Jobs	1,730	18,486	38,292
2020 Jobs	1,375	15,479	32,511
2021 Jobs	1,453	16,324	34,374

Ottawa | Industries Employing this Occupation

Industry	Occupation Jobs in Industry (2018)	% of Occupation in Industry (2018)	% of Total Jobs in Industry (2018)
Other federal services (9112-9119)	122	7.3%	0.1%
Advertising, public relations, and related services	119	7.1%	5.5%
Business, professional, labour and other membership organizations	76	4.6%	1.0%
Computer systems design and related services	70	4.2%	0.3%
Full-service restaurants and limited-service eating places	56	3.4%	0.2%

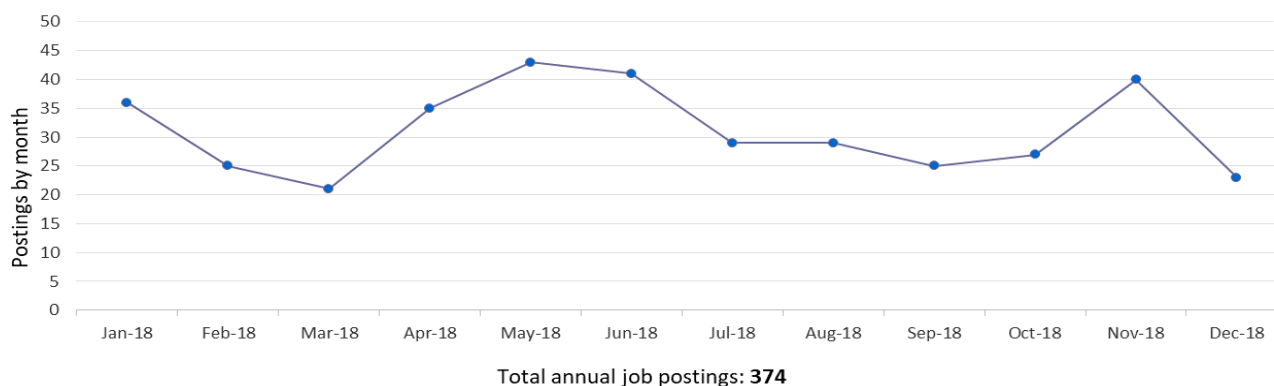
NOTE: Inverse staffing patterns provides a table of percentages that shows how regional occupations are divided up among regional industries. For example, an inverse staffing pattern for registered nurses may show that 70% of RNs are employed by hospitals, 10% by local government (i.e., public schools), 10% by nursing homes, and 10% by offices of physicians.

Educational programs and completions in Ottawa (public institutions only)

8 Programs (2016)		1,839 Completions (2016)
CIP Code	Program	Completions (2016)
09.01	Communication and media studies	513
52.02	Business administration, management and operations	365
50.04	Design and applied arts	254
09.09	Public relations, advertising and applied communication	250
52.14	Marketing	206

NOTE: EMSI Analyst uses Statistics Canada's PSIS data to compile completions for postsecondary programs offered in Canada, classified by the 2016 CIP codes. 2016 data includes those who graduated in spring 2017.

Job Postings by Month



NOTE: Based on newly published job postings first found between January 01, 2018 and December 31, 2018 AND location is Ottawa Census Sub-division, Vicinity Jobs.

Other Considerations

LICENSURE/OTHER REQUIREMENTS FOR ONTARIO: None required (**not** a regulated profession)

NOTE: Workers in regulated occupations require a licence to work legally. Workers in non-regulated occupations do not require a licence, but employers may have other certification requirements.

CANADIAN LANGUAGE BENCHMARKS: N/A

Links to Additional Occupational Information

[Ontario Job Futures](#) – NOC 0124 Advertising, marketing and public relations managers

[GOC Job Bank](#) – Cites outlook information for Ottawa, as well as Ontario and Canada; also shows job postings and wage information for Ottawa.

[Statistics Canada - Occupation information for NOC 0124](#)

Ontario Skills Passport - Skills profile for Advertising, marketing and public relations managers – *not available for this occupation*

About EMSI Occupational data

Economic Modeling Specialists Inc. (EMSI) amalgamates information from several data sources in order to produce its occupation counts:

- Canadian Business Patterns (CBP) – *Updated December 2018*
- Census – *2016*
- Survey of Employment, Payrolls and Hours (SEPH) – *Updated December 2018*
- Labour Force Survey (LFS) – *2018*
- Canadian Occupational Projection System (COPS) – *Latest projections cover 2016-2026*
- Demographic CANSIM tables – *Various updates*
- Postsecondary Student Information System (PSIS) - *Updated annually; 2016/17 data available now*

Information from these sources is combined into a dataset that is updated twice annually by EMSI; the latest release came in the Spring of 2019 and these reports reflect actuals and projections based on that data. Detailed occupation data is based primarily on industry staffing patterns collected by the SEPH, which surveys businesses and is considered more reliable than the LFS, which surveys individuals.

NOTE: In 2016, EMSI Analyst switched from the NOC-S 2006 occupation classification system to the NOC 2011 occupation classification system. Some occupation titles and groupings have been modified slightly as a result; all historical data has been adjusted to match the NOC 2011 classification system.

*Should you have any further questions about the data in this report, please contact **Ottawa Employment Hub** at 613-727-4723 X6873 or info@OttawaEmploymentHub.com*