

Hey! What's New? 2025-8

Finance and Accounting Job Market Trends to Expect in 2025

An article in FEI Canada's January edition of *F. A. R.*, sponsored by recruiters Robert Half, notes that, "as finance and accounting managers attempt to address skills gaps in a challenging job market, many know better than to hold out for the mythical 'perfect' candidate, which delays the hiring process. Instead, they're choosing professionals with high potential who may not possess every technical skill they'd like, but can be brought up to speed through training.

"For example, public accounting firms seeking financial planning experts will often hire from private companies while offering targeted training. Other employers, unable to find seasoned payroll staff, are bringing in bookkeepers with basic payroll knowledge and training them for more complex roles."

Other staffing strategies, the article points out, "include investing in digital upskilling programs for digital skills like enterprise resource planning (ERP) and business intelligence, helping existing employees keep up with the latest technologies and business practices, or bringing in contract talent."

Research for the [2025 Canada Salary Guide From Robert Half](#) revealed several in-demand finance and accounting skills that hiring managers are willing to increase starting salaries for.

These include:

- Financial reporting (cited by 38% of Canadian finance and accounting hiring managers) for creating accurate, timely financial statements and regulatory filings.
- Financial modeling (33%) for forecasting, valuation and strategic decision-making.
- Leadership and management (32%) for guiding teams and driving organizational success.
- AI and automation (31%) for improving efficiency and gaining insights from large datasets.
- Data analytics (31%) for interpreting financial data and supporting business strategies.

To attract top talent, the article continues, "finance and accounting leaders also pay attention to what makes candidates walk away. For example, the *2025 Canada Salary Guide From Robert Half* revealed the top five deal-breakers for finance and accounting professionals:

- Vague job responsibilities (cited by 40% of Canadian workers).
- High staff turnover (36%).
- No salary range provided in job description (36%).
- Requirement to work fully on-site (35%).
- Mismatched job title for experience level (33%).

Clear, honest communication is fundamental when hiring, the article advises. "To avoid losing great candidates, finance and accounting leaders need to be specific about job duties, transparent about company culture and upfront with salary information."

Remote work options also "remain essential tools in recruitment and retention, with nearly half (47%) of employers offering hybrid options to attract the cream of the finance and accounting crop. This shift acknowledges both the growing importance of work-life balance and the boost to productivity that comes with flexibility. Flexibility isn't just about attracting new hires, either — it's essential to keeping current staff happy." Robert Half found that four in 10 finance and

accounting professionals who aren't job hunting cited their employer's flexible work options as a key reason for staying put."

Not surprisingly, Artificial Intelligence (AI) is transforming finance and accounting, "creating new demands for data and tech-savvy professionals. Companies are actively seeking data scientists, engineers and analysts who can use AI tools to wrangle complex financial information."

The emergence of AI means professionals at all levels will need to adapt, the article says. Visionary and innovative leaders and their companies are:

- Rolling out ongoing learning programs.
- Providing focused AI training.
- Emphasizing ethical AI use and result verification.

"Collectively, these trends highlight a clear pattern: The finance and accounting fields have become more complex and technology-integrated, and decision making more data-driven. This has created skills gaps, but also opportunities for top companies to invest in through a mix of new talent and training."

Meanwhile, experienced finance and accounting professionals, concludes the article, "who combine traditional financial aptitude with technology expertise are likely to be in higher demand than ever — and can expect to be generously compensated as a result."