

2026 SALARY GUIDE

FOR HR, OFFICE ADMINISTRATION, MARKETING,
AND SUPPLY CHAIN PROFESSIONALS.



Kitchener-Waterloo, Cambridge, Halton, Hamilton and the GTA

The Ontario Human Resources (HR) and broader administrative support sectors experienced significant shifts throughout 2025, driven by technological advancements, evolving HR practices, and dynamic workforce trends. While the broader Ontario hiring market showed limited net growth, the HR and Admin Support professions maintained a stable job market, characterized by consistent demand, adapting compensation, and evolving skill requirements. Looking ahead to 2026, the market is expected to remain positive, with continued demand for adaptable professionals capable of leveraging technology and supporting strategic HR initiatives. This paper synthesizes data from 2025 and projections for 2026 to provide a comprehensive outlook for these professions in Ontario.

2025 in review: Adaptation amid volatility

While the broader Ontario hiring market experienced marginal net growth in 2025, the HR and Admin Support professions demonstrated adaptation and consistent demand.

ONTARIO ECONOMY AT A GLANCE (2025)

- **Marginal net growth:** From January to September 2025, Ontario's overall employment recorded little net growth, with a net gain of 22,000 jobs (0.1%). [Source: Statistics Canada, Labour Force Survey, September 2025]
- **Market volatility:** This modest overall growth was marked by significant month-to-month fluctuations, including a net loss of 106,000 jobs over July and August, followed by a bounce-back of 60,000 jobs in September. [Source: Statistics Canada, Labour Force Survey, September 2025]
- **Rising unemployment:** The province's unemployment rate reached 7.9% in September 2025, reflecting a general upward trend driven by more people entering the workforce and actively seeking employment. [Source: Statistics Canada, Labour Force Survey, September 2025]

THE ADAPTING HR AND ADMIN SUPPORT MARKET (2025)

- **Steady compensation:** The HR and Admin Support market saw steady compensation growth, aligning with broader Canadian trends projecting an average salary increase for 2026.
- **Consistent demand for core functions:** Demand remained consistent for HR and administrative roles focused on essential tasks, analysis and business partnering.
- **Evolving role of HR and Admin Support:** Professionals increasingly supported more complex HR and business initiatives, HR analytics, recruitment technology, and contributing to employee engagement programs. This signifies a shift towards more involved, technology-assisted roles.
- **Impact of HR technology & AI:** The adoption of Human Resources Information Systems (HRIS), applicant tracking systems (ATS), and AI applications continued to streamline routine administrative tasks, freeing up HR and other office professionals to engage in more analytical and business partnering functions.
- **Flexible work arrangements:** Many HR and Admin Support professionals participated in work-from-home or hybrid programs. While there was a trend towards more days in the office compared to 2024, flexibility remained significantly higher than pre-pandemic levels, reflecting a widespread trend across professional support roles.

The 2026 outlook: Navigating a landscape of change

The positive outlook for HR and Admin Support professionals in Ontario is expected to continue through 2026, driven by ongoing market trends and strategic shifts within the HR function.

KEY TRENDS SHAPING THE 2026 MARKET

- **Technological integration and upskilling:** The integration of technology, AI and data analytics will accelerate, further automating routine administrative tasks and increasing the demand for HR and Admin Support professionals skilled in leveraging these technologies for better decision making.
- **Increased HR process support:** As technology handles more transactional tasks, HR teams will rely on Admin Support to assist with more complex processes, such as report generation, compliance tracking, and supporting specialized HR functions (e.g., talent acquisition, total rewards).
- **Skills-based hiring:** Employers will increasingly prioritize candidates' demonstrated skills and experience in HR software, data handling, and communication over traditional qualifications alone. Strong organizational, problem-solving, attention-to-detail, and interpersonal skills will be essential for success in collaborative environments.
- **Workforce dynamics and flexibility:** The overall HR talent pool faces challenges, which also impact support roles. To attract and retain talent, organizations will continue to offer competitive compensation, attractive career paths, and flexible work models where feasible.
- **Compensation competitiveness:** Driven by the need for reliable support and evolving skill requirements, compensation for HR and Admin Support is likely to remain competitive.

CHALLENGES AND STRATEGIC RECOMMENDATIONS

The HR and Admin Support professions in Ontario must address several challenges to thrive in 2026 and beyond:

- **Skills gap:** A potential mismatch may emerge between the evolving technological requirements of HR roles and the current skills of some administrative support professionals.
- **Adapting to technology:** Continuous investment in training and technology is essential to ensure HR Admin Support professionals are equipped to handle the complexities of a tech-driven financial landscape.
- **Workload management:** While technology automates some tasks, the shift towards more complex process support can lead to new workload demands requiring effective time management and prioritization skills.
- **Evolving compliance:** Staying updated on changes to Ontario employment laws, data privacy regulations, and HR policies is essential for accurate administrative support. Ontario's new pay transparency legislation in 2026 will be a key compliance consideration.

Conclusion

The outlook for HR and Admin Support professionals in Ontario for 2026 is positive, building on the adaptability demonstrated throughout 2025. While market volatility and evolving HR technologies present challenges, they also create significant opportunities for skilled professionals. The future lies in embracing technology, moving towards more involved process support, and prioritizing continuous learning to meet the evolving needs of HR departments. By proactively addressing the challenges and seizing the opportunities, HR and Admin Support professionals can ensure their continued relevance and value in Ontario's economy.



1

HR Business Partner

2+ years experience in employee relations and strategic HR support.

2

Logistics Coordinator

1+ years' experience managing shipments, schedules, and inventory while maintaining strong communication and problem-solving abilities

3

Human Resources Manager

3+ years' experience managing people and processes

4

Supply Chain Manager

2+ years' experience partnering with senior management and managing a team focused on supply chain analysis, forecasting and process optimization

5

HR Generalist

1+ years experience in a generalist capacity

6

Experienced Buyer/Purchasing Manager

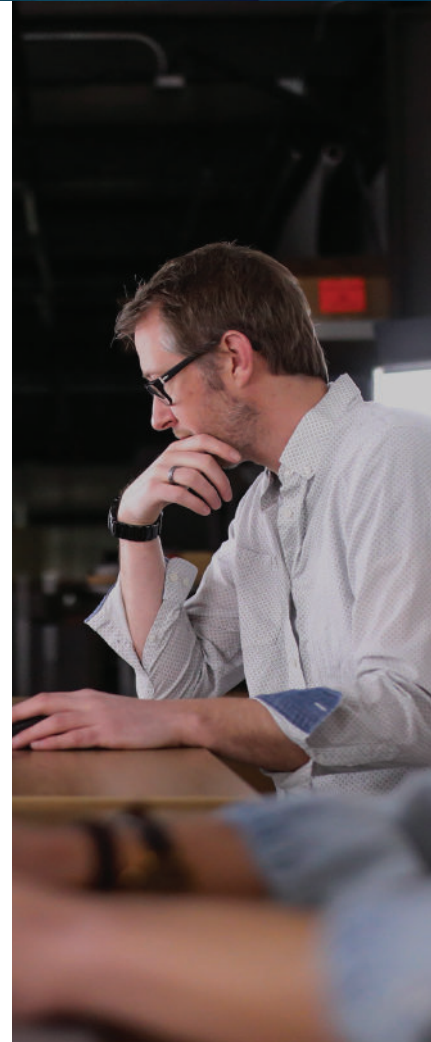
3+ years experience purchasing a variety of commodities.

Executive Assistant:	\$75-\$100K
Office Manager:	\$70-\$90K
Office Administrator/Administrative Assistant:	\$50-\$70K
Customer Service Rep/Inside Sales:	\$55-\$75K
Customer Service Manager:	\$85-\$120K
Receptionist:	\$48-\$63K
Sales/Marketing/Operations Administrator:	\$55-\$75K



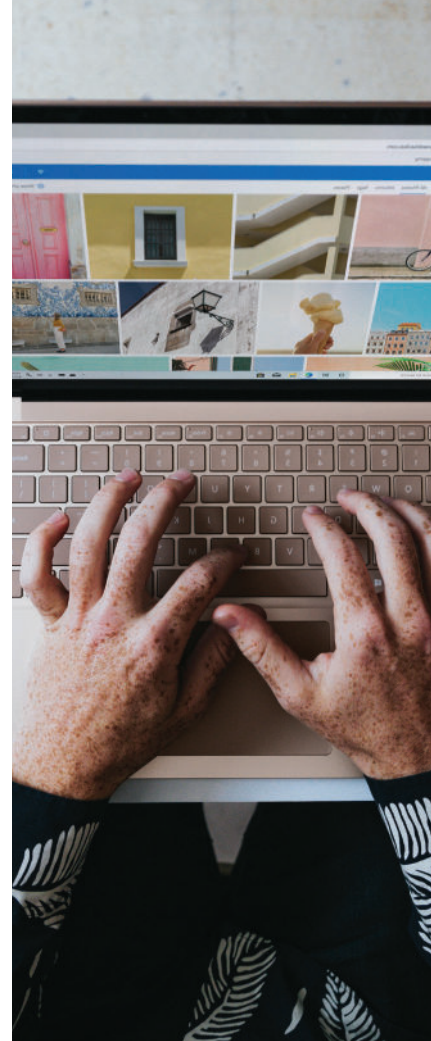
HR Assistant:	\$55-\$65K
HR Coordinator:	\$65-\$75K
HR Generalist:	\$78-\$95K
HR Business Partner:	\$90-\$120K
HR Manager/Stand Alone:	\$85-\$120K
HR Manager with Team:*	\$120-\$150K
HR Director:*	\$145-\$190K
Talent Acquisition Coordinator:	\$55-\$65K
Talent Acquisition Specialist:	\$70-\$90K
Talent Acquisition Manager:	\$95-\$125K
HSE Coordinator - Junior:	\$60-\$70K
HSE Coordinator - Senior:	\$75-\$90K
HSE Manager/Stand Alone:	\$105-\$120K
HSE Manager with Team:*	\$120-\$160K

**We recognize there is a wide gap in these numbers; the salaries and bonuses for these positions can vary greatly depending on the size of the company, ownership structure, and industry of operation. If you would like more specific numbers related to your company or career search, please connect with us directly.*



Marketing Analyst:	\$75-\$90K
Marketing Coordinator:	\$55-\$70K
Marketing Manager/Stand Alone:	\$85-\$110K
Marketing Manager with Team:	\$110-\$140K
Director of Marketing:	\$140-\$175K
VP of Marketing:*	\$150-\$250K
Brand Manager:	\$85-\$120K
Digital Marketing Specialist:	\$65-\$90K
Digital Marketing Manager:	\$90-\$120K
Demand Generation/ E-commerce Manager:	\$80-\$110K
Social Media Specialist:	\$55-\$85K
Social Media Manager:	\$75-\$120K

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Demand Planner:	\$70-\$90K
Inventory Analyst:	\$55-\$80K
Master Planner:	\$65-\$105K
Production Planner/Scheduler:	\$60-\$80K
Materials Manager:	\$110-\$160K
Buyer:	\$60-\$100K
Purchasing Manager:	\$100-\$185K
Operations Manager:	\$110-\$160K
Plant Manager:	\$115-\$165K
Operations Director:	\$135-\$200K
Production Manager:	\$95-\$140K
Logistics Coordinator/Specialist:	\$55-\$75K
Logistics Manager:	\$70-\$110K
Warehouse Supervisor/Manager:	\$65-\$120K
Supply Chain Analyst:	\$60-\$95K
Supply Chain Manager:	\$95-\$140K
Director of Supply Chain:	\$125-\$195K





Mission Statement

To empower businesses to build exceptional teams by attracting, hiring, and retaining the top talent that drives their success.

Our Purpose

To provide an exceptional experience that job seekers recommend to others, that companies choose to partner with and that our employees are proud of.

Our Guiding Principles

- **Results:** We Make a Difference
- **Improve:** We Strive to Improve
- **Ownership:** We Give and Take Ownership
- **Trust:** We do the Right Thing
- **Support:** We Encourage and Support One Another

Elby HR & Office Administration provides permanent and contract recruiting for in office positions, delivering high-quality candidates for critical roles quickly and easily.

Here's why companies partner with us:

- **Extensive Network:** We'll tap into our vast network of local HR & Office Administration experts to find the perfect fit for your role and team.
- **High Retention Rate:** 95% of our clients are repeat customers because of the experience we provide while helping them hire the best candidates to fill a resource gap or upgrade their team.
- **Risk Free:** We work on a contingency basis so you can continue to run your ad or work with another recruiter. We have a fair pricing model, and we offer a 6-month guarantee.

Local experts in HR & Office Administration recruitment:

- *Office Administration and Customer Support*
- *Human Resources*
- *Marketing*
- *Supply Chain*



elby

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