

JOB VACANCY REPORT

2014



Advanced Education and Skills





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Message from the Minister

As Minister of Advanced Education and Skills, I am pleased to present the 2014 Job Vacancy Report. As part of its mandate, the Department of Advanced Education and Skills strives to ensure graduates and skilled workers are prepared to succeed in the labour force and support the growth of the provincial economy. To assist these individuals, the availability of labour market information helps them plan for their future and make informed decisions regarding their education and careers.

The 2014 Job Vacancy Report is an important tool for the Provincial Government, employers, education and training institutions, and job seekers that highlights current trends in Newfoundland and Labrador's job market. The 2014 Job Vacancy Report identifies where opportunities exist and informs Provincial Government efforts to maximize labour force participation in the province. As retirements occur, more and more opportunities will emerge in the core economy of Newfoundland and Labrador.

The report provides detailed information on in-demand occupations and job vacancies in the province during 2014. Rich in useful data, the Job Vacancy Report is an important component of labour market information that helps contribute to a well-rounded perspective of what jobs are available in Newfoundland and Labrador and the skills they require. We will continue to compile data on the provincial labour market to ensure the people of the province are informed when making employment-related decisions.

Using the Job Vacancy Report, the Provincial Government, through the Department of Advanced Education and Skills, will facilitate the matching of people to jobs, and employers to people with the right skills. A central focus of this government is to ensure Newfoundlanders and Labradorians find meaningful employment so they can study, work and raise a family right here in Newfoundland and Labrador.

A handwritten signature in black ink that reads "Clyde Jackman". The signature is fluid and cursive.

The Honourable Clyde Jackman
Minister of Advanced Education and Skills

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INTRODUCTION

Monitoring of the job market is an essential part of any labour market information tool kit, as this information offers an invaluable resource to current and future job seekers (as well as to other stakeholders). It is vital for the Provincial Government to be aware of the types of jobs available, who the employers are and where these jobs are located.

To this end, the Department of Advanced Education and Skills regularly monitors publicly posted job ads throughout Newfoundland and Labrador. The key sources for this information are currently [JOBSinNL.ca](#), [CareerBeacon.com](#), *The Telegram* and 14 regional newspapers. While this provides extensive coverage of publicly posted job ads in the province, it is important to note that the data presented in this report is not all-encompassing or exhaustive. For example, there are other sources of job vacancy data not always collected, such as employers with their own job posting infrastructure, and closed-shop postings or internal hiring situations.

As part of the monitoring process, data is recorded for each job ad, detailing when the job is posted, what the job is, who the employer is and where the job is located. This data is then carefully reviewed and coded for standard occupational, industrial, skill level and geographical groupings before being analysed. The coding systems used for this analysis are listed in Table 1. While efforts are made to collect as much relevant information as possible, sometimes job postings do not provide all the details; thus, some information may not be available. Please note that this is the case with 'unknown' skill level and locations, as seen in some tables in this report.

Table 1: Occupational, Industrial, Skill Level and Geographical Coding Systems Used in this Report

Category	System Used
Occupations	National Occupational Classification
Industries	North American Industry Classification System
Skill Levels	National Occupational Classification Matrix
Geographies	Please see Appendix of this report

The report presents detailed information from the job vacancy monitoring process for the calendar year 2014. Specifically, data is presented outlining the regions of the province where jobs are located, key industries posting jobs in 2014, skill levels required for these jobs and key occupations posted. Finally, throughout the report, comparisons to similar job vacancy data from 2013 are provided to offer some recent historical context.

Job vacancy data is compiled on a monthly basis and, as such, efforts are taken to ensure that job ads recorded within the month are represented only once. It is possible, however, that the same job ad could appear again in subsequent months. Since it is difficult to ascertain whether this repeated posting is due to difficulty in filling the posted position, turnover in the position, or increased business (i.e., hiring again for an additional, new position), postings repeated from month-to-month are included in this report.

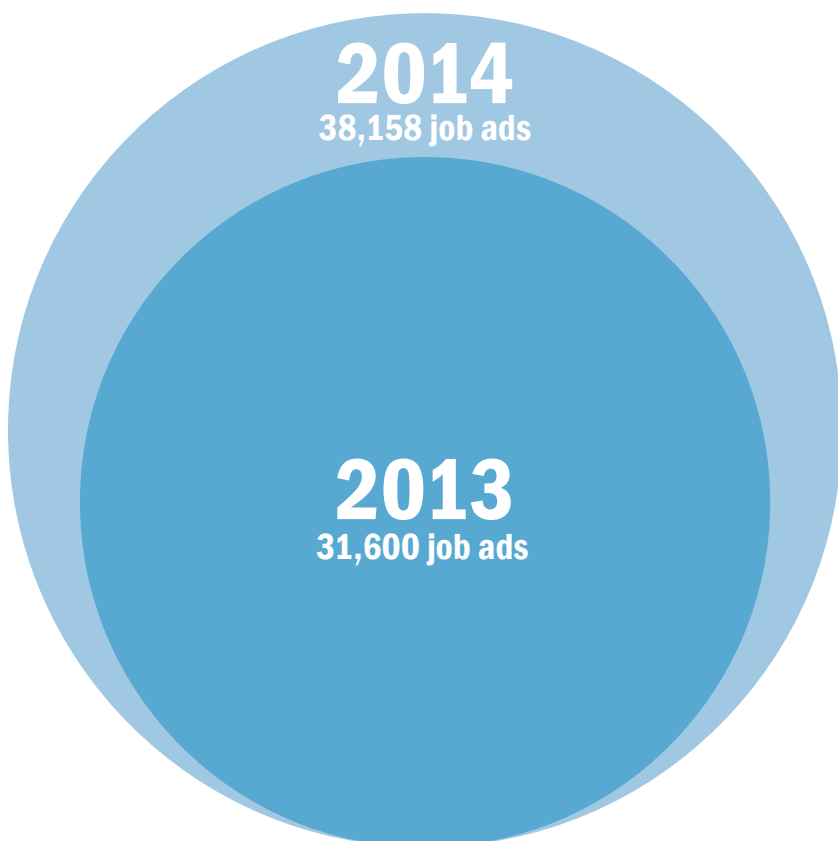
It is vital for the Provincial Government to be aware of the types of jobs available, who the employers are, and where these jobs are located.

REPORT HIGHLIGHTS

2014
Newfoundland and Labrador Job Vacancy Report

Overall, 38,158 job ads were recorded by the Department of Advanced Education and Skills' job vacancy monitor in 2014. This represents a 20.8 per cent increase over the 31,600 job ads recorded in 2013 for the province. Other report highlights include:

- Approximately half of the jobs posted in 2014 were in management occupations or jobs that require a post-secondary education (i.e., a university degree, a college diploma or apprenticeship certification). Many postings were also found in occupations not requiring a post-secondary education; in particular, those related to Retail Trade, and Accommodation and Food Services.
- The majority of publicly posted job ads in 2014 were for jobs located in the Northeast Avalon Region (53.3 per cent), with the majority of these jobs located in St. John's. Generally, most job ads tend to be located in more urban areas and service centres of the province.
- The Retail Trade industry posted the most job ads, followed by Accommodation and Food Services; Other Services (Except Public Administration)¹; and Health Care and Social Assistance. These four industries comprised approximately half of all job ads for the province in 2014.
- The most commonly posted occupation was Retail Salespersons and Sales Clerks, followed by Home Support Workers and Related Occupations; Cooks; Food Counter Attendants, Kitchen Helpers and Related Occupations; Truck Drivers; and Cashiers.



20.8%
increase

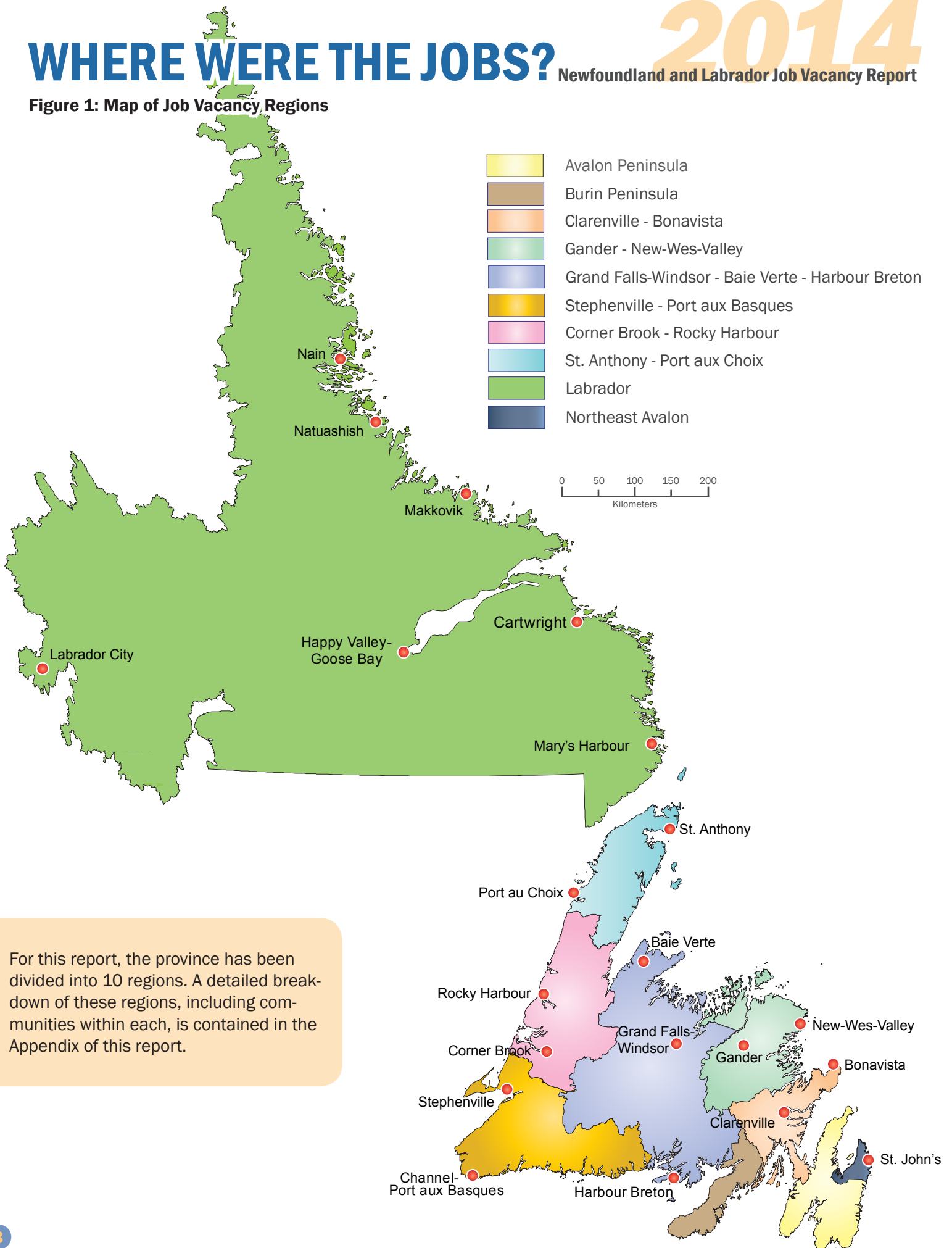
¹Other Services (Except Public Administration) includes businesses involved in repair and maintenance (such as garages), personal care services (such as beauty salons), funeral services, laundry services, religious organizations, civic and social advocacy groups, and business, professional and labour groups.

WHERE WERE THE JOBS?

Newfoundland and Labrador Job Vacancy Report

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Figure 1: Map of Job Vacancy Regions



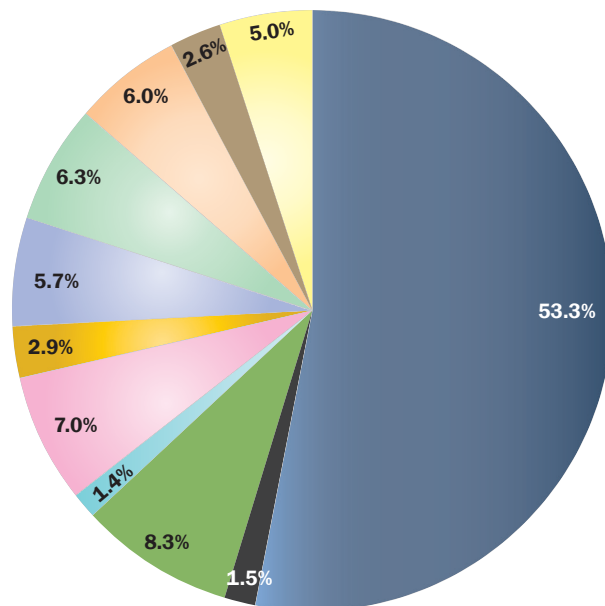
For this report, the province has been divided into 10 regions. A detailed breakdown of these regions, including communities within each, is contained in the Appendix of this report.

WHERE WERE THE JOBS?

Figure 2: Job Ads by Region

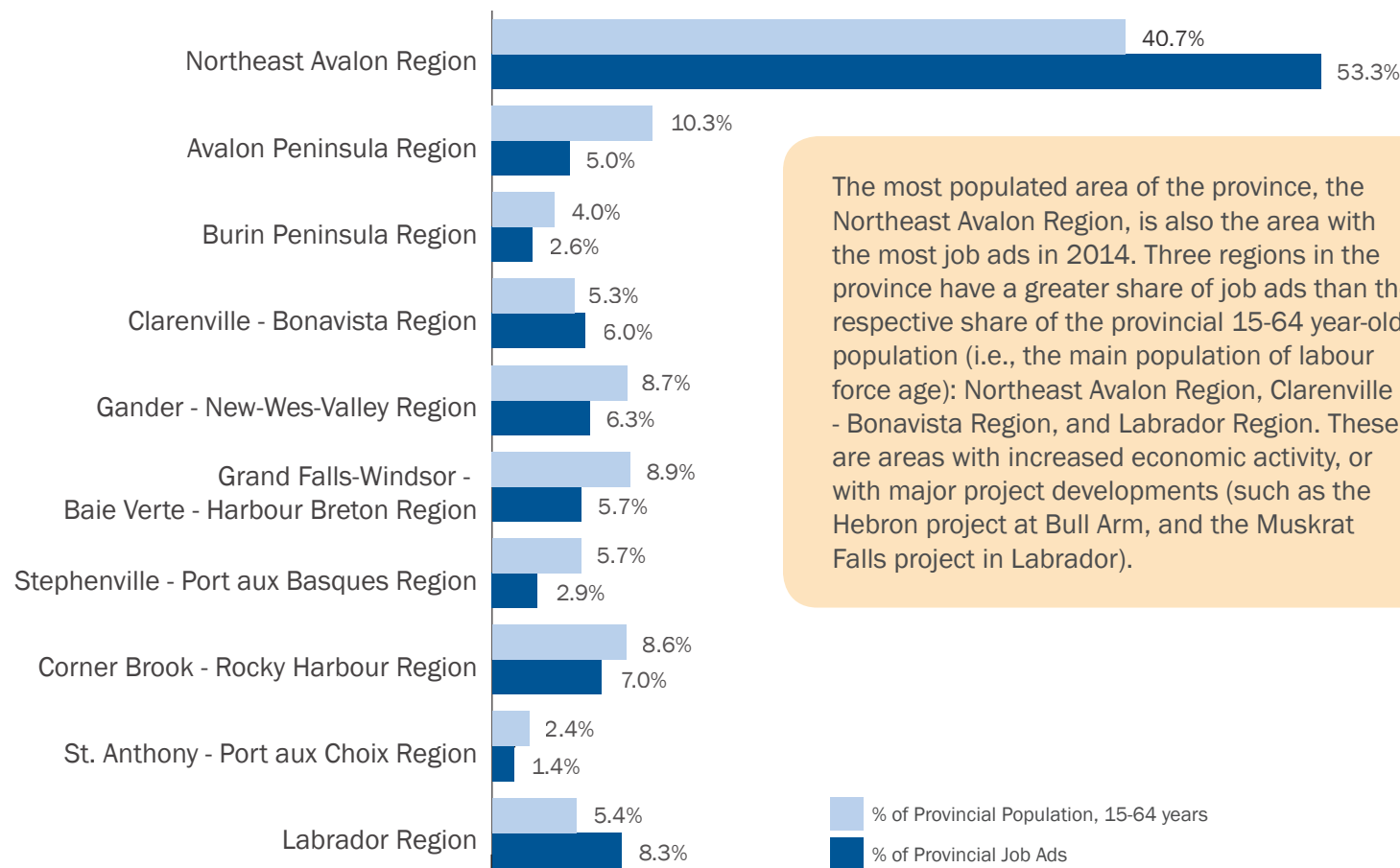


2014 Newfoundland and Labrador Job Vacancy Report



Over half of the job ads in 2014 were posted for the Northeast Avalon Region (53.3 per cent). This was followed by the Labrador Region (8.3 per cent), Corner Brook - Rocky Harbour Region (7.0 per cent), Gander - New-Wes-Valley Region (6.3 per cent), and Clarenville - Bonavista Region (6.0 per cent).

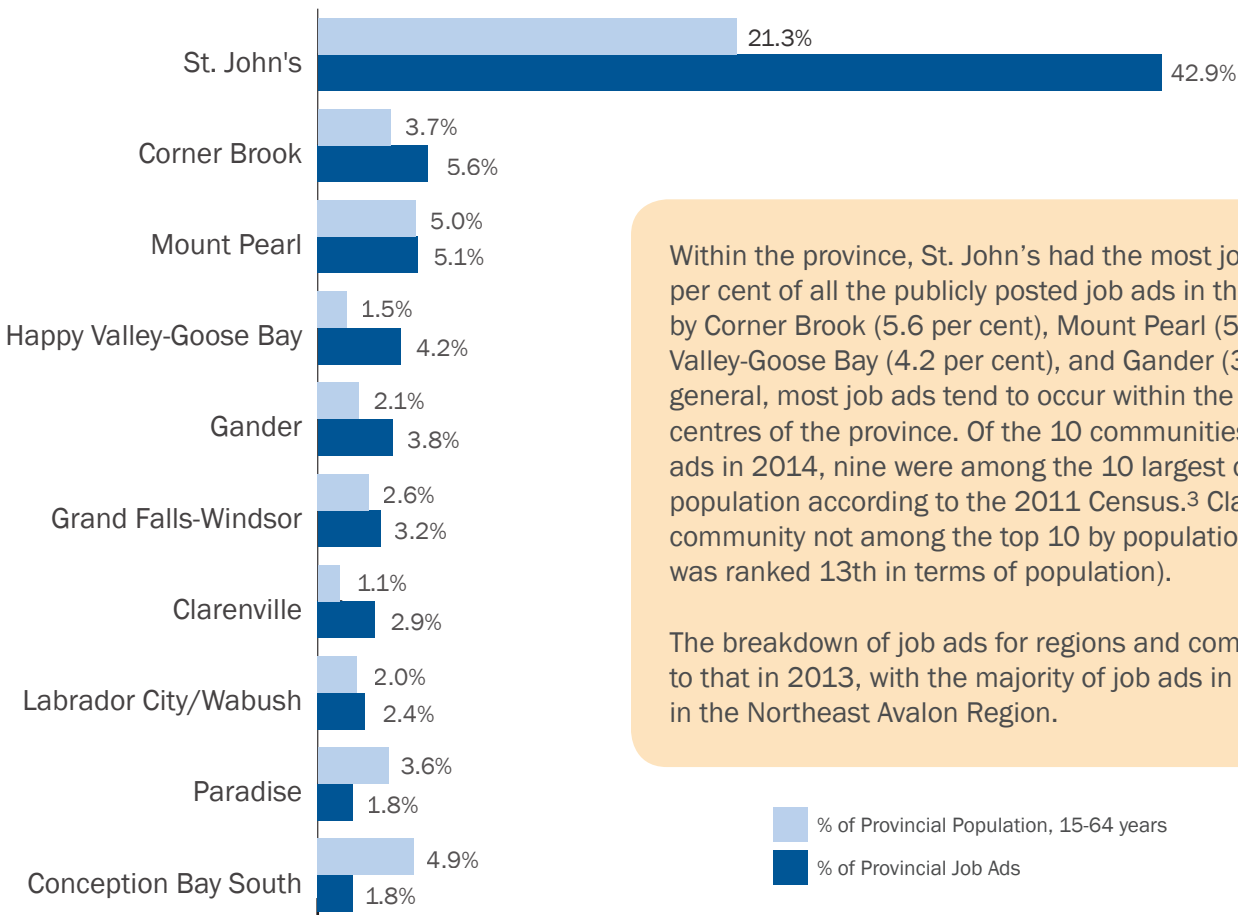
Figure 3: Share of Provincial Population (15-64 years) and Job Ads²



²2011 Census, Statistics Canada (compiled by and obtained from the Community Accounts website, Newfoundland and Labrador Statistics Agency).



WHERE WERE THE JOBS?

Figure 4: Share of Provincial Population and Top 10 Communities with Job Ads

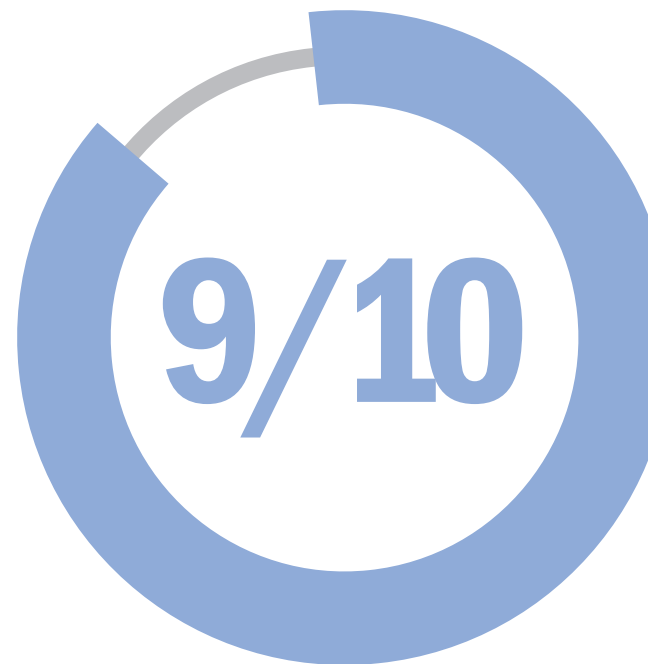


Within the province, St. John's had the most job ads in 2014 (42.9 per cent of all the publicly posted job ads in the province), followed by Corner Brook (5.6 per cent), Mount Pearl (5.1 per cent), Happy Valley-Goose Bay (4.2 per cent), and Gander (3.8 per cent). In general, most job ads tend to occur within the urban or service centres of the province. Of the 10 communities with the most job ads in 2014, nine were among the 10 largest communities by population according to the 2011 Census.³ Clarenville was the only community not among the top 10 by population (that community was ranked 13th in terms of population).

The breakdown of job ads for regions and communities was similar to that in 2013, with the majority of job ads in both years occurring in the Northeast Avalon Region.

 % of Provincial Population, 15-64 years
 % of Provincial Job Ads

Of the 10 communities with the most job ads in 2014, nine were among the top 10 communities by population.



³Statistic Canada. Population and dwelling counts, for Canada, provinces and territories, and census subdivisions (municipalities), 2011 and 2006 censuses.

WHAT WERE THE TOP POSTING INDUSTRIES?⁴

Figure 5: Top 10 Industries with Job Ads



Jobs were posted across the full range of industries in Newfoundland and Labrador during 2014. Retail Trade posted the most job ads (14.6 per cent of all the job ads in the province). This category was followed by:

- Accommodation and Food Services (12.3 per cent);
- Other Services (Except Public Administration)⁵ (12.3 per cent); and,
- Health Care and Social Assistance (11.5 per cent).

These four industries comprised just over half (50.7 per cent) of all the publicly posted job ads for the province in 2014.

There were some regional differences with respect to which industries were posting the largest number of job

ads. The Northeast Avalon Region and the Corner Brook - Rocky Harbour Region, for instance, had the same top three industries as the province overall. Health Care and Social Assistance however, was the top posting industry in four other regions (St. Anthony - Port au Choix Region; Grand Falls-Windsor - Baie Verte - Harbour Breton Region; Gander - New-Wes-Valley Region; and Avalon Peninsula Region).

Compared to 2013, there were increases in the number of job ads for almost all industrial categories. Educational Services was the only industry that had fewer job ads in 2014 than in 2013.

⁴The industry groupings used throughout this report are from the [North American Industry Classification System \(NAICS\) 2007](#) used by Statistics Canada.

⁵Please see footnote #1 on page two of this report for an explanation of this industry.

WHAT SKILL LEVELS WERE IN DEMAND?

Occupations can be classified according to the skill level normally required for them. Specifically, occupations can be in:

- management (which would normally require some related work experience);
- at the university education level;
- at the college education or apprenticeship training level;
- at the high school education or equivalent level; or,
- at the level where on-the-job training is required or provided by the employer.

Occupations at university, college or apprenticeship training levels can be classified as occupations that require a post-secondary education, while occupations at high school and/or occupation-specific training, or on-the-job training levels can be classified as occupations not requiring a post-secondary education. Often, management-level occupations are combined with post-secondary-required occupations because post-secondary education and/or experience are normally required for the job.

In 2014:

- 9.1 per cent of job ads in the province were for management-level jobs;
- 13.6 per cent were for university level;
- 27.4 per cent were for college/apprenticeship training level;
- 33.6 per cent were for high school or equivalent level; and,
- 14.0 per cent were for on-the-job training level.

This means that half of the jobs posted in 2014 were for management/post-secondary-required jobs (50.1 per cent). These percentages do not add up to 100 as some

job ads were unable to be classified by skill level (2.3 per cent).

The highest percentages of management-level job ads among industries include:

- Management of Companies and Enterprises (22.6 per cent);
- Mining and Oil and Gas Extraction (15.6 per cent); and,
- Utilities (15.3 per cent).

For university-level job ads, the industries with the highest percentage were

- Educational Services (43.4 per cent);
- Finance and Insurance (32.6 per cent); and,
- Health Care and Social Assistance (30.7 per cent).

The industries with the highest percentage of college or apprenticeship training-level jobs ads were:

- Construction (47.5 per cent);
- Utilities (39.6 per cent); and,
- Manufacturing (37.4 per cent).

The industries with the highest percentages for occupations that normally require high school or equivalent were:

- Transportation and Warehousing (65.2 per cent);
- Wholesale Trade (51.6 per cent); and,
- Retail Trade (50.7 per cent).

Finally, the industries with the highest percentage of job ads being for jobs where on-the-job training is usually provided were:

- Real Estate and Rental and Leasing (30.8 per cent);
- Accommodation and Food Services (30.6 per cent); and,
- Administrative and Support, Waste Management and Remediation Services (25.9 per cent).

The industries with the highest percentage of college or apprenticeship training-level jobs ads were construction, utilities, and manufacturing.

WHAT SKILL LEVELS WERE IN DEMAND?

Skill Level	Labrador	St. Anthony - Port au Choix	Corner Brook - Rocky Harbour	Stephenville - Port aux Basques	Grand Falls- Windsor - Baie Verte - Harbour Breton	Gander - New-Wes- Valley
Management Occupations	11.8%	3.3%	9.4%	8.0%	6.3%	7.5%
Occupations Usually Requiring a University Degree	17.1%	38.8%	13.9%	18.1%	18.4%	14.9%
Occupations Usually Requiring a College Diploma/Certificate or Apprenticeship Training	28.6%	21.8%	24.9%	21.6%	25.5%	25.5%
Occupations Usually Requiring a High School Diploma and/or Occupation-specific Training	25.3%	21.9%	37.7%	35.0%	34.6%	36.5%
Occupations Requiring On-the-job Training	15.0%	12.6%	13.6%	16.3%	13.7%	14.7%
Unknown Skill Level	2.2%	1.6%	0.5%	1.0%	1.5%	0.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Skill Level	Clareville - Bonavista	Burin Peninsula	Avalon Peninsula	Northeast Avalon Region	NL- Unspecified	Province
Management Occupations	11.1%	7.9%	4.1%	9.7%	8.9%	9.1%
Occupations Usually Requiring a University Degree	14.1%	11.8%	10.0%	11.6%	18.8%	13.6%
Occupations Usually Requiring a College Diploma/Certificate or Apprenticeship Training	28.4%	31.1%	25.5%	28.3%	32.2%	27.4%
Occupations Usually Requiring a High School Diploma and/or Occupation-specific Training	30.6%	33.2%	44.8%	33.8%	24.2%	33.6%
Occupations Requiring On-the-job Training	13.9%	15.3%	14.0%	13.9%	2.8%	14.0%
Unknown Skill Level	1.9%	0.7%	1.2%	2.7%	13.1%	2.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

WHAT SKILL LEVELS WERE IN DEMAND?

Industries in 2013 that had the highest percentages of management-level job ads were:

- Management of Companies and Enterprises (17.4 per cent);
- Mining and Oil and Gas Extraction (16.1 per cent); and,
- Finance and Insurance (12.7 per cent).

For university-level job ads, the industries with the highest percentage were:

- Educational Services (54.6 per cent);
- Public Administration (26.0 per cent); and,
- Finance and Insurance (24.8 per cent).

The industries with the highest percentage of college or apprenticeship training-level job ads were:

- Construction (52.4 per cent);
- Agriculture, Forestry, Fishing and Hunting (50.3 per cent); and,
- Utilities (44.7 per cent).

Industries with the highest percentages for occupations that normally require high school or equivalent were:

- Transportation and Warehousing (71.4 per cent);
- Wholesale Trade (56.8 per cent); and,
- Information and Cultural Industries (54.8 per cent).

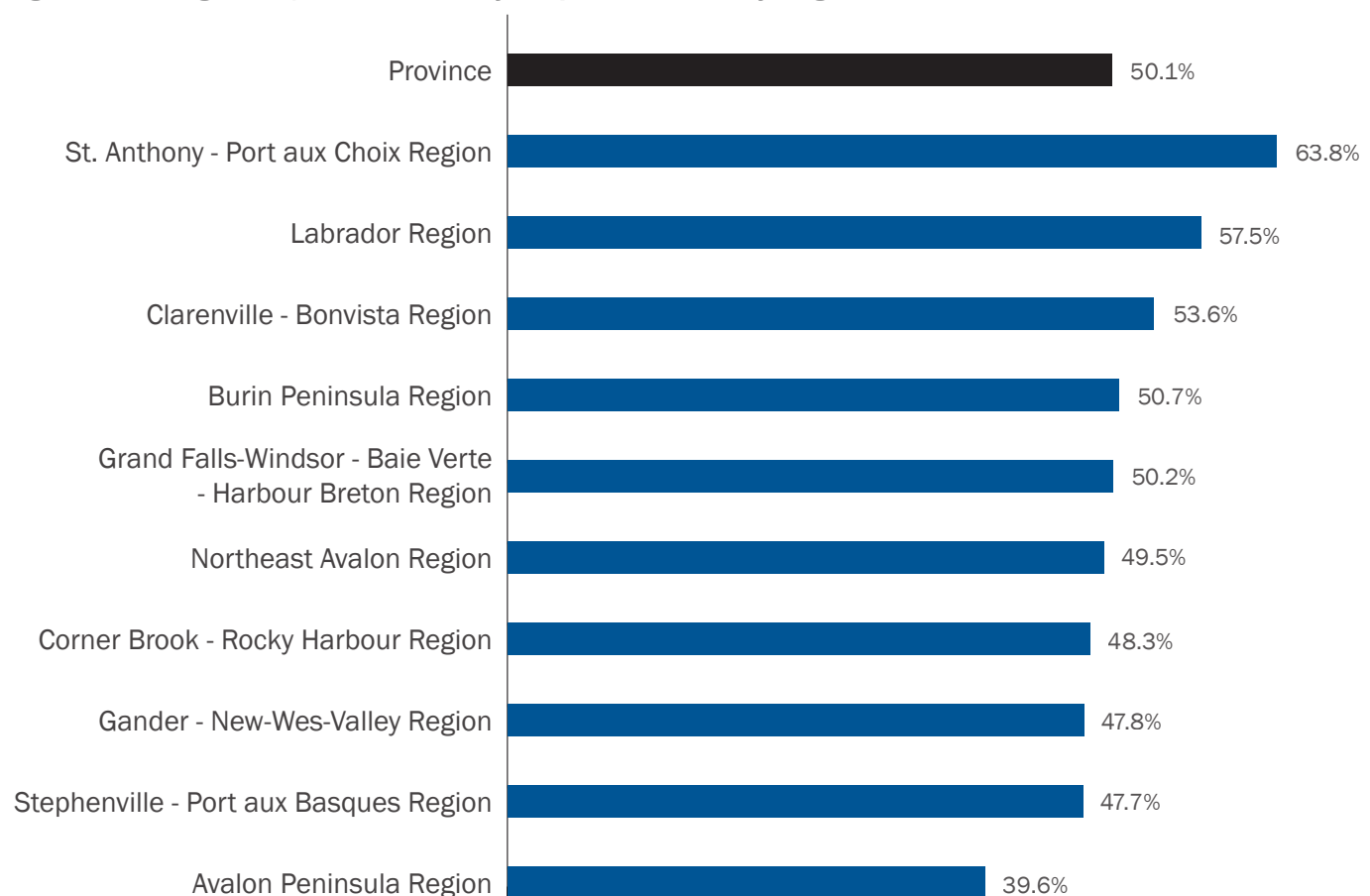
Finally, industries with the highest percentage of job ads being for jobs where on-the-job training is usually provided were:

- Accommodation and Food Services (32.1 per cent);
- Real Estate and Rental and Leasing (30.1 per cent); and,
- Other Services (Except Public Administration)⁶ (19.1 per cent).

Regionally, in 2014, the St. Anthony - Port au Choix Region had the highest percentage of job ads for management/post-secondary-required jobs (63.8 per cent). This is mainly due to a high proportion of job ads occurring in Health Care and Social Assistance (e.g., doctors and nurses). This region also had the highest percentage of university-level job ads. Provincially, in 2013, approximately half (50.1 per cent) of the job ads were for management or post-secondary-required occupations, which is the same as in 2014. In that year however, the Labrador Region had the highest percentage of such job ads, at 60.9 per cent.

While there were several similarities between 2013 and 2014 in terms of the skill level of jobs posted by industries, the differences suggest that recruitment challenges can vary from year to year.

Figure 6: Management/Post-Secondary-Required Job Ads by Region



⁶Please see footnote #1 on page two of this report.

THE MOST FREQUENTLY POSTED OCCUPATIONS⁷

The most frequently posted occupation was Retail Salespersons and Sales Clerks, with 5.3 per cent of all job ads in the province. This category was followed by:

- Home Support Workers and Related Occupations (3.9 per cent);
- Cooks (3.0 per cent);
- Food Counter Attendants, Kitchen Helpers and Related Occupations (2.8 per cent);
- Truck Drivers (2.3 per cent); and,
- Cashiers (2.3 per cent).

Among the regions, four regions had Retail Salespersons and Sales Clerks as their most posted job. They include:

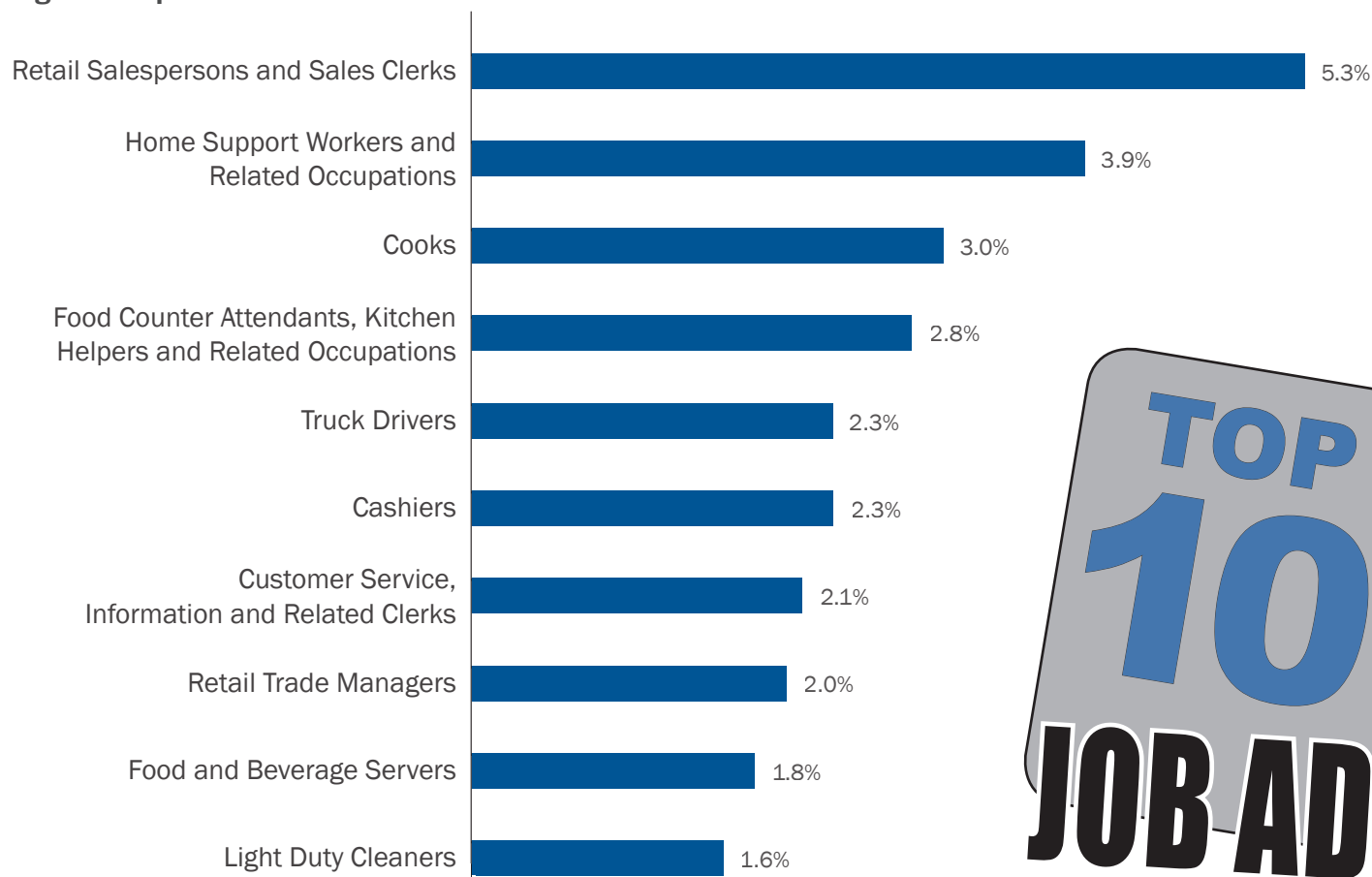
- Corner Brook - Rocky Harbour Region;
- Stephenville - Port aux Basques Region;
- Clarenville - Bonavista Region; and,
- Northeast Avalon Region.

Four other regions had Home Support Workers and Related Occupations as the most posted job. These include:

- Grand Falls-Windsor - Baie Verte - Harbour Breton Region;
- Gander - New-Wes-Valley Region;
- Burin Peninsula Region; and,
- Avalon Peninsula Region.

St. Anthony - Port au Choix Region had doctors (specialists and general practitioners) as the top posted jobs, while Labrador Region had Food Counter Attendants, Kitchen Helpers and Related Occupations as the top posted job.

Figure 7: Top 10 Job Ads



⁷The occupational groupings used throughout this report are from the [National Occupational Classification 2006](#) used by Statistics Canada.

THE MOST FREQUENTLY POSTED OCCUPATIONS

Table 3: Top Five Occupations Advertised by Region

Labrador Region	
Food Counter Attendants, Kitchen Helpers and Related Occupations	4.3%
Registered Nurses	3.5%
Cooks	3.4%
Retail Salespersons and Sales Clerks	2.8%
Cashiers	2.8%

Corner Brook - Rocky Harbour Region	
Retail Salespersons and Sales Clerks	9.8%
Food Counter Attendants, Kitchen Helpers and Related Occupations	3.1%
Cooks	3.1%
Truck Drivers	3.0%
Retail Trade Managers	3.0%

Grand Falls-Windsor - Baie Verte - Harbour Breton Region	
Home Support Workers and Related Occupations	7.4%
Retail Salespersons and Sales Clerks	6.0%
Licensed Practical Nurses	3.4%
General Practitioners and Family Physicians	3.1%
Registered Nurses	3.1%

Clareville - Bonavista Region	
Retail Salespersons and Sales Clerks	4.4%
Food Counter Attendants, Kitchen Helpers and Related Occupations	4.0%
Truck Drivers	3.5%
Home Support Workers and Related Occupations	3.3%
Retail Trade Managers	2.9%

Avalon Peninsula Region	
Home Support Workers and Related Occupations	9.0%
Retail Salespersons and Sales Clerks	4.9%
Heavy Equipment Operators (Except Crane)	4.2%
Construction Trades Helpers and Labourers	4.0%
Truck Drivers	2.8%

St. Anthony - Port au Choix Region	
Specialist Physicians	8.6%
General Practitioners and Family Physicians	7.7%
Retail Salespersons and Sales Clerks	7.3%
Registered Nurses	7.3%
Cashiers	3.8%

Stephenville - Port aux Basques Region	
Retail Salespersons and Sales Clerks	7.1%
Cashiers	4.7%
Truck Drivers	4.3%
General Office Clerks	3.7%
Secondary School Teachers	2.5%

Gander - New-Wes-Valley Region	
Home Support Workers and Related Occupations	9.4%
Retail Salespersons and Sales Clerks	7.4%
Cooks	4.2%
Food Counter Attendants, Kitchen Helpers and Related Occupations	3.6%
Cashiers	2.9%

Burin Peninsula Region	
Home Support Workers and Related Occupations	8.8%
Retail Salespersons and Sales Clerks	5.9%
Construction Trades Helpers and Labourers	4.2%
Community and Social Service Workers	4.1%
Material Handlers	2.5%

Northeast Avalon Region	
Retail Salespersons and Sales Clerks	4.9%
Home Support Workers and Related Occupations	3.1%
Cooks	3.1%
Food Counter Attendants, Kitchen Helpers and Related Occupations	2.7%
Customer Service, Information and Related Clerks	2.4%

THE MOST FREQUENTLY POSTED OCCUPATIONS

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For management-level jobs only (i.e., those which would normally require some previous experience in a related occupation), Retail Trade Managers were the most sought-after, accounting for 21.5 per cent of all management-level job ads posted in 2014.

This category was followed by:

- Restaurant and Food Service Managers (9.6 per cent);
- Construction Managers (7.5 per cent);
- Human Resources Managers (6.2 per cent); and,
- Sales, Marketing and Advertising Managers (6.1 per cent).

Together, these five occupations made up just over half (50.9 per cent) of all management-level job ads in 2014.



Figure 8: Top 10 Management-Level Job Ads



THE MOST FREQUENTLY POSTED OCCUPATIONS

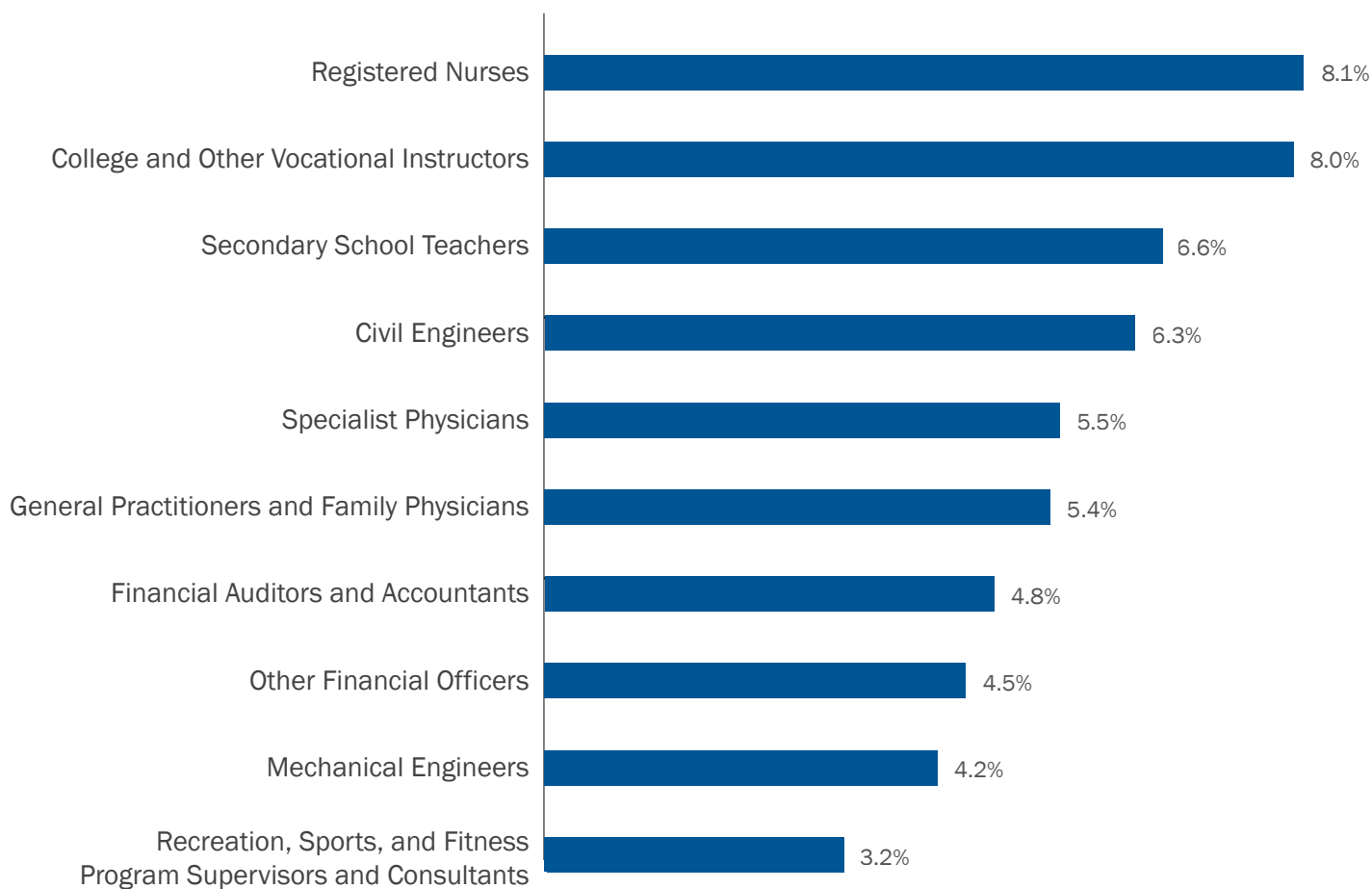
For jobs that would normally require a university education, the most frequently posted occupation was Registered Nurses (8.1 per cent of all university-level jobs). This category was followed by:

- College and Other Vocational Instructors (8.0 per cent);
- Secondary School Teachers (6.6 per cent);
- Civil Engineers (6.3 per cent); and,
- Specialist Physicians (5.5 per cent).

Together, these five occupations made up over one-third (34.5 per cent) of all university-level job ads in 2014.



Figure 9: Top 10 Job Ads Requiring a University Degree



THE MOST FREQUENTLY POSTED OCCUPATIONS

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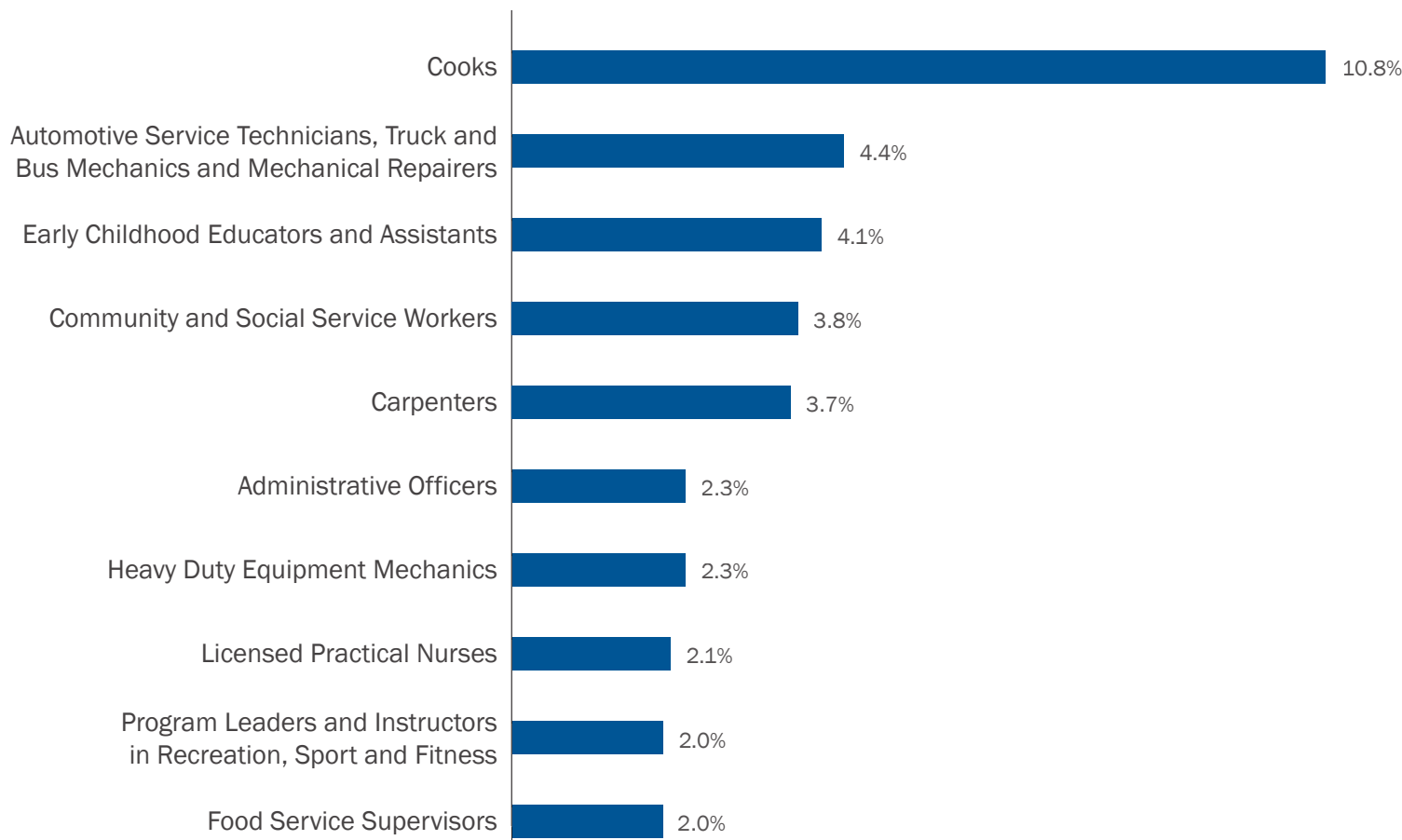
For jobs that would normally require college education or apprenticeship training, the most frequently posted occupation was Cooks (10.8 per cent of all college/apprenticeship training-level jobs). This category was followed by:

- Automotive Service Technicians, Truck and Bus Mechanics and Mechanical Repairers (4.4 per cent);
- Early Childhood Educators and Assistants (4.1 per cent);
- Community and Social Service Workers (3.8 per cent); and,
- Carpenters (3.7 per cent).

Together, these five occupations made up over one-quarter (26.8 per cent) of all college/apprenticeship training-level job ads in 2014.



Figure 10: Top 10 Job Ads Requiring a College Diploma/Certificate or Apprenticeship Training



THE MOST FREQUENTLY POSTED OCCUPATIONS

Newfoundland and Labrador Job Vacancy Report

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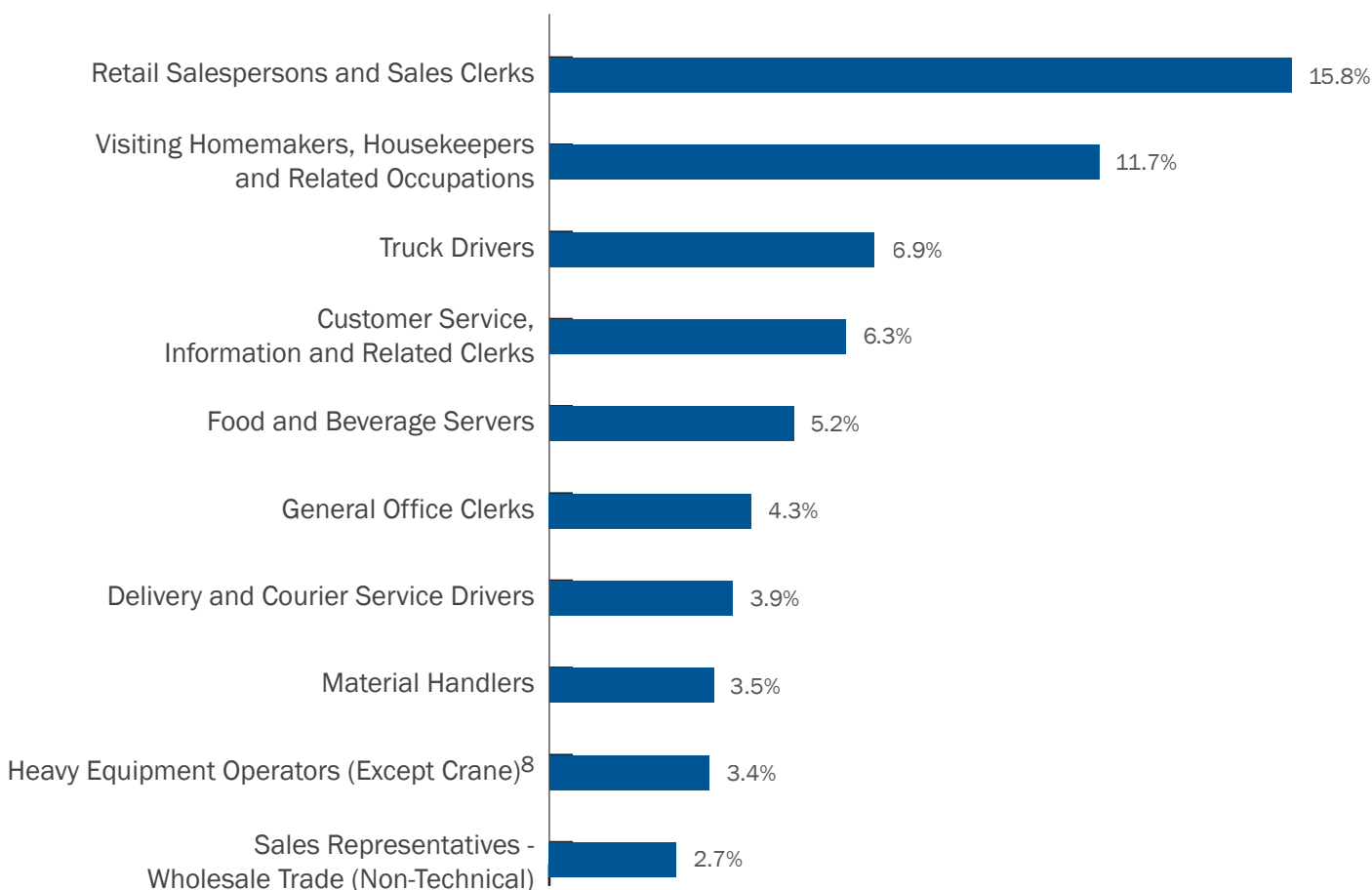
For jobs that would normally require high school education and/or occupation-specific training, the most frequently posted occupation was Retail Salespersons and Sales Clerks (15.8 per cent of all high school education-level jobs). This category was followed by:

- Home Support Workers and Related Occupations (11.7 per cent);
- Truck Drivers (6.9 per cent);
- Customer Service, Information and Related Clerks (6.3 per cent);
- Food and Beverage Servers (5.2 per cent); and,
- General Office Clerks (4.3 per cent).

High School Diploma and/or
Occupation-Specific Training
job advertisements

Together, these six occupations made up just over half (50.2 per cent) of all high school education-level job ads in 2014.

Figure 11: Top 10 Job Ads Requiring a High School Diploma or Equivalent



⁸Note that, in Newfoundland and Labrador, Heavy Equipment Operator (except crane) is an apprenticeable trade. However, within the NOC skills matrix (please see table 1, page 1), it falls within the High School and/or occupation-specific training category; thus, its inclusion in the figure above.

THE MOST FREQUENTLY POSTED OCCUPATIONS

For jobs where on-the-job training would normally be provided, the most frequently posted occupation was Food Counter Attendants, Kitchen Helpers and Related Occupations (19.8 per cent of all on-the-job training jobs). This category was followed by:

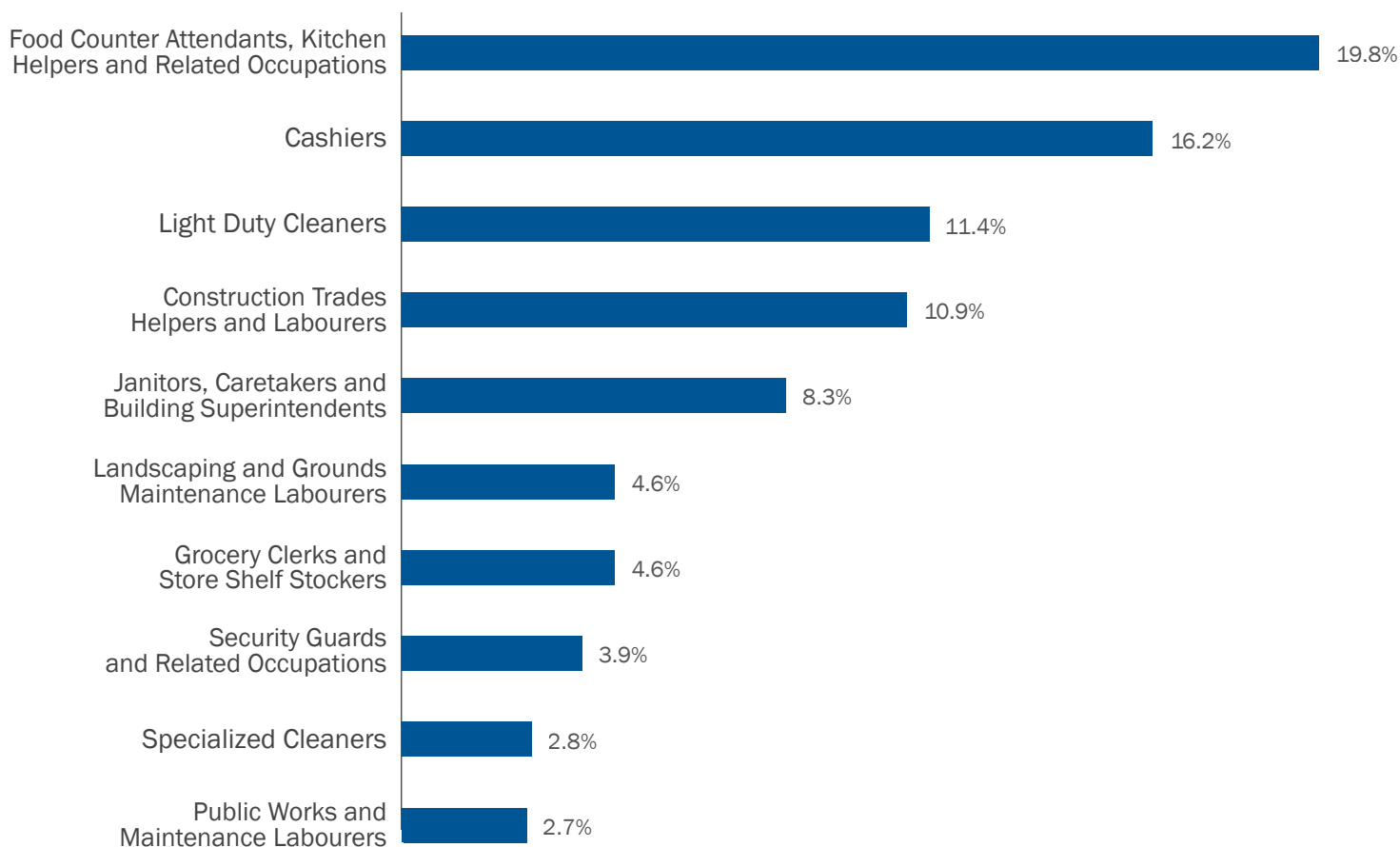
- Cashiers (16.2 per cent);
- Light Duty Cleaners (11.4 per cent);
- Construction Trades Helpers and Labourers (10.9 per cent); and,
- Janitors, Caretakers and Building Superintendents (8.3 per cent).

Together, these five occupations made up almost two-thirds (66.6 per cent) of all jobs in 2014 where on-the-job training is normally provided.

Similar results were found for 2013 data. In fact, the top five overall occupations in demand in 2014 for all skill levels is the same as the top five for each skill level in 2013.



Figure 12: Top 10 On-the-job Training Level Job Ads



JOB ADS RELATIVE TO SKILL LEVELS

Educational attainment refers to the highest level of education a person has achieved. For the Newfoundland and Labrador population aged 15+ years in 2014:

- 16.0 per cent had a university degree;
- 37.0 per cent had a college certificate or diploma;
- 22.9 per cent had high school or some post-secondary education (without a credential); and,
- 24.1 per cent had less than high school.⁹

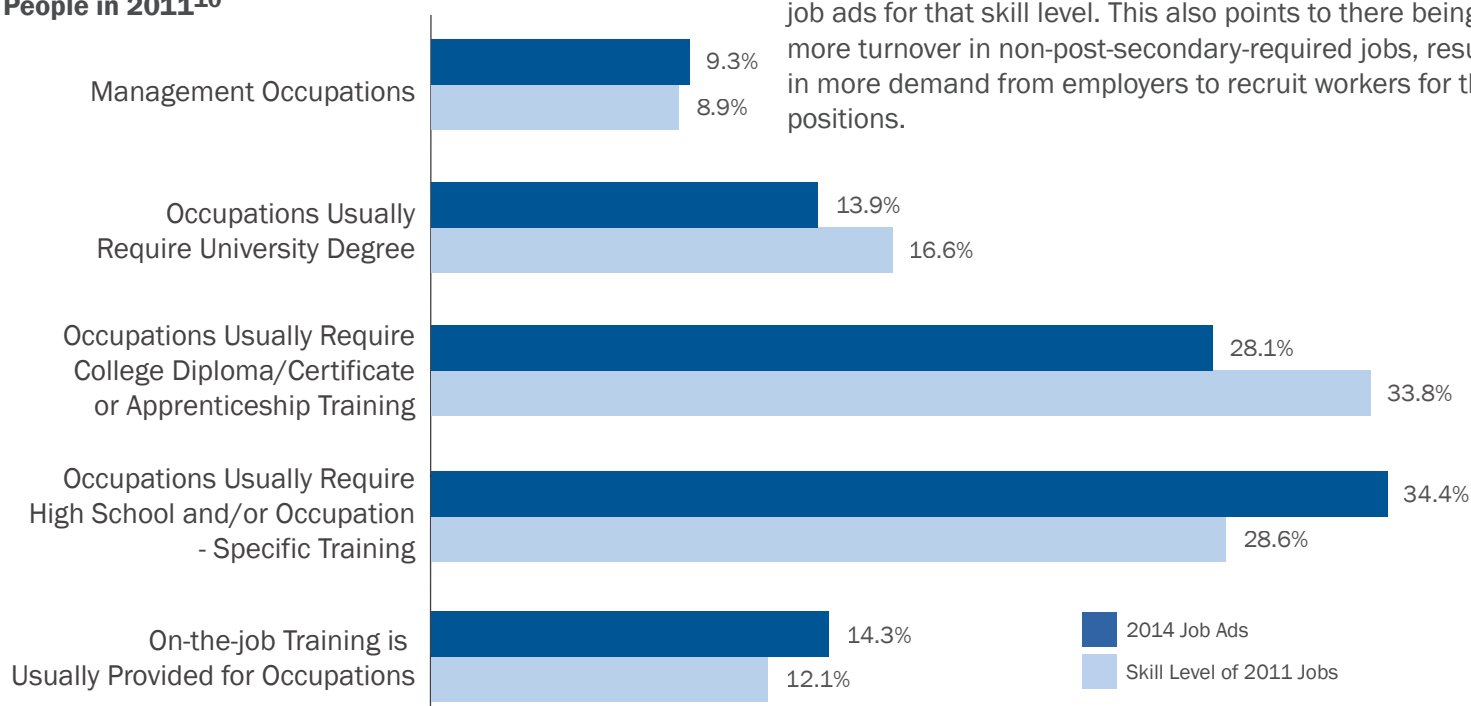
In other words, 53.0 per cent had post-secondary credentials, and 47.0 per cent did not.

In comparison, when considering job ads posted in 2014 (excluding management-level job postings and those for which skill level could not be determined):

- 46.3 per cent were for post-secondary-required jobs; and,
- 53.7 per cent were for jobs that did not require post-secondary.

However, it is important to consider that non-post-secondary-required jobs may experience more turnover and thus be more in-demand than post-secondary-required jobs. As well, while certain educational attainment levels are necessary to obtain particular jobs, educational attainment may not always match the skill level required for the job in which an individual is employed.

Figure 13: Skill Level Distribution of 2014 Job Ads Compared to Skill Level Distribution of Jobs of Employed People in 2011¹⁰



An alternate analysis of the alignment between job postings and available skill levels is to examine the skill level breakdown of the jobs in the labour force. The 2011 National Household Survey showed that for jobs of employed people in Newfoundland and Labrador (aged 15+ years):

- 8.9 per cent were at the management level;
- 16.6 per cent were at the university level;
- 33.8 per cent were at the college or apprenticeship training level;
- 28.6 per cent were at the high school and/or occupation-specific training level; and,
- 12.1 per cent were at the on-the-job training level, in terms of the skill level required for the job.

In 2014, based only on job ads for which the skill level was known:

- 9.3 per cent of job ads were for management-level jobs;
- 13.9 per cent were for university level;
- 28.1 per cent were for college/apprenticeship training level;
- 34.4 per cent were for high school or equivalent level; and,
- 14.3 per cent were for on-the-job training level.

Again, there was a higher percentage of people working in post-secondary-required jobs than there were job ads for that skill level, and there was a lower percentage of people working in non-post-secondary-required jobs than there were job ads for that skill level. This also points to there being more turnover in non-post-secondary-required jobs, resulting in more demand from employers to recruit workers for these positions.

⁹Labour Force Survey, Statistics Canada (CANSIM Table: 282-0004).

¹⁰Statistics Canada, 2011 National Household Survey, Statistics Canada Catalogue no. 99-012-X2011036.

SUMMARY

When considering job vacancy data, it is important to acknowledge the many potential reasons for a job posting. Sometimes the reason relates directly to new business and overall growth. Other times, the reason might be replacement due to retirements or turnover. As an example of the latter, the most commonly posted jobs in 2014 tended to be for occupations that are subject to a high degree of employee turnover (such as retail salespersons, food/kitchen helpers, and cashiers). This outcome is consistent with information gathered by Department of Advanced Education and Skills' staff throughout the province, who regularly hear from and work with employers facing recruitment challenges in the retail trade and food services industries.

Some postings may also be due to changes in demographics that require greater resources, such as the increased need for supports associated with an aging population (e.g., home support workers). Finally, some postings may be directly tied to a higher demand for skilled workers in a progressively more knowledge-based economy (e.g., nurses, doctors, accountants and engineers). Recent job vacancy data collected by the department indicate the following:

- Overall, most job ads were for the Northeast Avalon Region in 2014, as well as for other more urban/service centres of the province and in major project centres.
- The Retail Trade industry posted the most job ads among industries, followed by:
 - Accommodation and Food Services;
 - Other Services (Except Public Administration)¹¹; and,
 - Health Care and Social Assistance.

These four industries comprised roughly half of all the job ads for the province in 2014.

- The most frequently posted occupation was Retail Salespersons and Sales Clerks, followed by:
 - Home Support Workers and Related Occupations;
 - Cooks;
 - Food Counter Attendants, Kitchen Helpers and Related Occupations;
 - Truck Drivers; and,
 - Cashiers.
- Roughly half of the jobs posted in 2014 were in management or post-secondary-required areas. Many postings were also found in occupations that did not

require post-secondary; in particular, those related to Retail Trade and Accommodation and Food Services.

As mentioned previously, it is important to note that the data presented in this report represents a glimpse into the labour demands of the province's economy, but is not the complete picture. For example, there are other sources of job vacancy data not always publicly available, such as employers with their own job posting infrastructure, and closed-shop or internal hiring situations.

To build upon the current data collection process, in 2015, the Department of Advanced Education and Skills is endeavoring to collect job vacancy data from a number of additional sources such as large/major employer websites, with the goal of gathering data on additional job vacancies not already captured elsewhere.

The department remains committed to providing Newfoundlanders and Labradorians with timely labour market information that can be used to help people make informed career decisions. Such information also assists employers in making informed human resource and succession planning decisions. To this end, the department continues to improve upon existing sources of labour market information, such as that in the current Job Vacancy Report.

The department remains committed to providing Newfoundlanders and Labradorians with timely labour market information that can be used to help people make informed career decisions. Such information also assists employers in making informed human resource and succession planning decisions.

¹¹Please see footnote #1 on page two of this report.

APPENDIX:

JOB VACANCY REGION DESCRIPTIONS

Region	Description
Labrador Region	Includes the Goose Bay Area (Happy Valley-Goose Bay, Mud Lake, North West River, Rigolet and Sheshatshiu); Labrador West (Churchill Falls, Labrador City and Wabush); Pinware River (Capstan Island, Forteau, L'Anse au Clair, L'Anse au Loup, L'Anse-Amour, Pinware, Red Bay and West St. Modeste); Labrador East Coast (Black Tickle, Cartwright, Charlottetown, Domino, Lodge Bay, Mary's Harbour, Norman Bay, Paradise River, Pinsents Arm, Port Hope Simpson, St. Lewis and Williams Harbour); and Labrador North (Hopedale, Makkovik, Nain, Natuashish and Postville).
St. Anthony - Port au Choix Region	Includes the Quirpon-Cook's Harbour Area (Cook's Harbour, Goose Cove East, Great Brehat, Hay Cove, L'Anse-aux-Meadows, Noddy Bay, Quirpon, Raleigh, Ship Cove, St. Anthony, St. Anthony Bight, St. Carols, St. Lunaire-Griquet, Straitsview and Wild Bight); Strait of Belle Isle (Castors River to Eddies Cove, as well as Big Brook); the Roddickton Area (Bide Arm, Conche, Croque, Englee, Main Brook, Roddickton and St. Julien's); and the Hawke's Bay-Port au Choix Area (Barr'd Harbour, Eddies Cove West, Hawke's Bay, Port Saunders, Port au Choix and River of Ponds).
Corner Brook - Rocky Harbour Region	Includes the Deer Lake-Cormack Area (Cormack, Deer Lake, Georges Cove, Hampden, Howley, Jack Ladder, Pynn's Brook, Reidville, St. Jude's, The Beaches and Wiltendale); the Corner Brook-Pasadena Area (Corner Brook, Gillams, Hughes Brook, Humber Village, Irishtown-Summerside, Little Rapids, Massey Drive, McIver's, Meadows, Mount Moriah, Pasadena, Pinchgut Lake and Steady Brook); the Bay of Islands (Cox's Cove, Humber Arm South, Lark Harbour and York Harbour); the Bonne Bay Area (Bonne Bay Big Pond, Glenburnie-Birchy Head-Shoal Brook, Norris Point, Rocky Harbour, Sally's Cove, Trout River and Woody Point); the Daniel's Harbour Area (Bellburns, Cow Head, Daniel's Harbour, Parsons Pond, Portland Creek, St. Paul's and Three Mile Rock); and the Jackson's Arm Area (Jackson's Arm, Pollards Point and Sop's Arm).
Stephenville - Port aux Basques Region	Includes the St. George's Area (Barachois Brook, Flat Bay, Journois, St. George's and St. Teresa); Stephenville-Port au Port Peninsula (Black Duck, Cold Brook, Fox Island River, Gallants, Georges Lake, Kippens, Mattis Point, Noels Pond, Point au Mal, Port au Port East, Spruce Brook, Stephenville, Stephenville Crossing and the Port au Port Peninsula); the Port aux Basques Area (Burnt Islands, Cape Ray, Channel-Port aux Basques, Fox Roost, Isle aux Morts, Long Grade and Margaree); the Rose Blanche Area (Diamond Cove, Petites and Rose Blanche-Harbour le Cou); the Codroy Valley (Cape Anguille, Coal Brook, Codroy, Doyles, Great Codroy, Loch Lomond, Millville, O'Regan's, Searston, South Branch, St. Andrew's, Tompkins, Upper Ferry and Woodville); Crabbes River (Cartyville, Heatherton, Highlands, Jeffrey's, Lock Leven, Maidstone, McKay's, Robinsons, St. David's and St. Fintan's); and the Burgeo Area (Burgeo, Francois, Grand Bruit, Grey River, La Poile and Ramea).
Grand Falls-Windsor - Baie Verte - Harbour Breton Region	Includes the Grand Falls-Point Leamington Area (Badger, Bishop's Falls, Grand Falls-Windsor, Peterview, Sandy Point, Wooddale, and all communities from Botwood to Fortune Harbour and Leading Tickles West); the Norris Arm Area (Norris Arm and Norris Arm North); Halls Bay (Beachside, Birchy Lake, Little Bay, Little Bay Islands, Miles Cove, Port Anson, Robert's Arm, Sheppardville, South Brook, Springdale and St. Patricks); White Bay South (Baie Verte, Brent's Cove, Coachman's Cove, Fleur de Lys, Harbour Round, La Scie, Ming's Bight, Pacquet, Purbeck's Cove, Seal Cove, Tilt Cove, Westport, Wild Cove and Woodstock); the Pilley's Island Area (Brighton, Lushes Bight-Beaumont-Beaumont North, Pilley's Island and Triton); the Burlington Area (Burlington, Middle Arm, Nippers Harbour, Round Harbour, Shoe Cove, Smith's Harbour and Snooks Arm); the King's Point Area (Harry's Harbour, Jackson's Cove, King's Point, Langdon's Cove, Nickey's Nose Cove, Rattling Brook and Silverdale); the Buchans Area (Buchans, Buchans Junction and Millertown); Belle Bay (Belleoram, Pool's Cove, Rencontre East and St. Jacques-Coomb's Cove); the Harbour Breton Area (Harbour Breton only); Hermitage Bay (Gaultois, Hermitage and Seal Cove); and the Bay d'Espoir Area (McCallum, Milltown-Head of Bay d'Espoir, Morrisville, Samiajij Miawpukek (Conne River), St. Alban's, St. Joseph's Cove and St. Veronica's).
Gander - New-Wes-Valley Region	Includes the Gander Area (Appleton, Benton, Gander and Glenwood); Alexander Bay (Burnside, Cull's Harbour, Eastport, Glovertown, Happy Adventure, Salvage, Sandringham, Sandy Cove, St. Brendan's, St. Chads and Traytown); the Gambo Area (Gambo only); the Greenspond Area (Centreville-Wareham-Trinity, Dover, Greenspond, Hare Bay and Indian Bay); the Wesleyville Area (Badger's Quay-Valleyfield-Pool's Island-Wesleyville-Newtown and Cape Freels); the Straight Shore (Deadman's Bay, Lumsden and Musgrave Harbour); Fogo and Change Islands (Change Islands, Deep Bay, Fogo, Fogo Island Centre, Island Harbour, Joe Batt's Arm-Barr'd Islands-Shoal Bay, Seldom-Little Seldom, Stag Harbour and Tilting); New World Island (Cottlesville, Summerford and all other communities on New World Island);

Gander - New-Wes-Valley Region continued	the Lewisporte Area (Brown's Arm, Embree, Laurenceton, Lewisporte, Little Burnt Bay, Porterville and Stanhope); Twillingate Island (Black Duck Cove, Crow Head, Kettle Cove, Purcell's Harbour and Twillingate); Hamilton Sound (Aspen Cove, Carmanville, Clarke's Head, Davidsville, Frederickton, Georges Point, Harris Point, Horwood, Ladle Cove, Main Point, Noggin Cove, Port Albert, Rodgers Cove, Stoneville, Victoria Cove and Wings Point); and Notre Dame Bay South (Baytona, Birchy Bay, Boyd's Cove, Campbellton, Comfort Cove-Newstead, Loon Bay and Michael's Harbour).
Clarenville - Bonavista Region	Includes Black Head Bay (Birchy Cove, Duntara, Hodderville, Keels, King's Cove, Knights Cove, Lower Amherst Cove, Middle Amherst Cove, Newmans Cove, Stock Cove and Upper Amherst Cove); the Bonavista Area (Bonavista and Spillars Cove); the Catalina Area (Catalina, Elliston, Little Catalina, Melrose and Port Union); the Isthmus of Avalon (all communities from Goobies to Chapel Arm and Long Harbour-Mount Arlington Heights); Placentia Bay North West (Garden Cove, North Harbour, Swift Current and Woody Island); Chandlers Reach (Bloomfield, Brooklyn, Bunyan's Cove, Cannings Cove, Charlottetown, Jamestown, Lethbridge, Muddy Brook, Musgravetown, Port Blandford, Portland, Terra Nova, Thorburn Lake and Winter Brook); the Trinity, Trinity Bay Area (Champney's East, Champney's West, Dunfield, English Harbour, New Bonaventure, Old Bonaventure, Port Rexton, Trinity East, Trinity and Trouty); Smith South-Random Island (Burgoyne's Cove, Clarenville, Clifton, Georges Brook, Gin Cove, Harcourt, Milton, Monroe, Waterville and all of Random Island); the South West Arm Area (Adeytown, Butter Cove, Caplin Cove, Deep Bight, Gooseberry Cove, Hatchet Cove, Hillview, Hodge's Cove, Ivany Cove, Little Heart's Ease, Long Beach, North West Brook, Queen's Cove, Southport and St. Jones Within); and the Southern Bay Area (Charleston, Open Hall, Plate Cove East, Plate Cove West, Princeton, Red Cliff, Southern Bay, Summerville, Sweet Bay and Tickle Cove).
Burin Peninsula Region	Includes Placentia Bay West Centre (Baine Harbour, Boat Harbour, Brookside, Monkstown, Parker's Cove, Petit Forte, Red Harbour, Rushoon and South East Bight); the Bay L'Argent Area (Bay L'Argent, Harbour Mille, Little Bay East, Little Harbour East and St. Bernard's-Jacques Fontaine); the Terrenceville Area (English Harbour East, Grand le Pierre and Terrenceville); Mortier Bay (Beau Bois, Jean de Baie, Marystown, Rock Harbour, Spanish Room and Winterland); the Burin Area (Burin, Epworth, Fox Cove-Mortier, Lewin's Cove, Port au Bras and Salmonier); the St. Lawrence Area (Little St. Lawrence and St. Lawrence); the Lamaline Area (Lamaline, Lawn, Lord's Cove, Point May, Point au Gaul and Taylor's Bay); and the Fortune-Grand Bank Area (Fortune, Frenchman's Cove, Garnish, Grand Bank, Grand Beach and L'Anse au Loup).
Avalon Peninsula Region	Includes the Carbonear Area (Carbonear, Freshwater, Kingston, Perry's Cove, Salmon Cove and Victoria); the Harbour Grace Area (Bryant's Cove, Harbour Grace and Upper Island Cove); the Spaniard's Bay Area (Bishop's Cove and Spaniard's Bay); the Bay Roberts Area (Bay Roberts, Shearstown, Coleys Point South); the Clarke's Beach Area (Bareneed, Brigus, Clarke's Beach, Cupids, Hibbs Cove, Makinsons, North River, Port de Grave, Roaches Line, South River and The Dock); the Whitbourne Area (Blaketown, Markland, Old Shop, South Dildo and Whitbourne); the Heart's Delight Area (Broad Cove, Cavendish, Dildo, Green's Harbour, Heart's Delight-Islington, Heart's Desire, Hopeall, New Harbour and Whiteway); the New Perlican-Winterton Area (Hant's Harbour, Heart's Content, New Chelsea, New Melbourne, New Perlican, Sibleys Cove, Turks Cove and Winterton); the North Shore of Conception Bay (Bay de Verde, Burnt Point, Caplin Cove, Daniel's Cove, Grates Cove, Job's Cove, Low Point, Lower Island Cove, Northern Bay, Ochre Pit Cove, Old Perlican, Red Head Cove, Small Point-Broad Cove-Blackhead-Adams Cove and Western Bay); the Placentia-St. Bride's Area (Angels Cove, Branch, Cuslett, Fox Harbour, Great Barasway, Patrick's Cove, Placentia, Point Lance, Point Verde, Ship Cove, Ship Harbour and St. Bride's); the Southern Shore (Admiral's Cove, Aquaforte, Bay Bulls, Bauline East, Brigus South, Burnt Cove, Calvert, Cape Broyle, Fermeuse, Ferryland, La Manche, Mobile, Port Kirwan, Renews-Cappahayden, Tors Cove and Witless Bay); Trepassey Bay (Biscay Bay, Portugal Cove South, St. Shott's and Trepassey); and St. Mary's Bay (North Harbour to St. Vincent's-St. Stephens-Peter's River).
Northeast Avalon Region	Includes the Head of Conception Bay (Avondale, Colliers, Conception Harbour, Georgetown, Harbour Main-Chapel Cove-Lakeview, Holyrood, Marysvalle and Salmonier Line); Bell Island (Freshwater, Lance Cove and Wabana); and the St. John's Area (Bauline, Conception Bay South, Flatrock, Logy Bay-Middle Cove-Outer Cove, Mount Pearl, Paradise, Petty Harbour-Maddox Cove, Portugal Cove-St. Phillips, Pouch Cove, St. John's and Torbay).

Have questions?

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Call the Labour Market and
Career Information Hotline at
1-800-563-6600

Click on www.aes.gov.nl.ca

Or visit an Employment Centre
near you

Avalon Region

St. John's	285 Duckworth Street; Regatta Plaza Building, 80-84 Elizabeth Ave
Bell Island	Bennett Street
Mount Pearl	1170 Topsail Road
Carbonear	17 Industrial Crescent
Placentia/Dunville	1116-1120 Main Street

Central Region

Baie Verte	College of the North Atlantic, 1 Terra Nova Road
Bonavista	Hayley Building, 122 Confederation Drive
Clarenville	45 Tilley's Road
Gander	Fraser Mall
Grand Falls-Windsor	42 Hardy Avenue
Lewisporte	224 Main Street
Marystown	The Farrell Building, 3 Mall Street
Springdale	142 Little Bay Road
St. Alban's	Buffett Building, 43 Cromier Avenue
Twillingate	Toulinquet Street

Western Region

Stephenville	29 Carolina Ave
Channel-Port aux Basques	239 Grand Bay West Road
Corner Brook	1-3 Union Street, 2nd Floor
Port Saunders	Dobbin Building
Rocky Harbour	120 Pond Road
St. Anthony	398 Goose Cove Road

Labrador Region

Happy Valley-Goose Bay	The Bursey Building, 163 Hamilton River Road
Hopedale	5 Government Road
Mary's Harbour	32-36 Lodge Bay Road
Nain	2 Morhardt Road
Wabush	Wabush Plaza, 4 Grenfell Drive

