



# JOB VACANCY REPORT

2015



Newfoundland  
Labrador



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# INTRODUCTION: EXPLORING JOB VACANCY

Labour market information is a valuable resource which helps stakeholders, including job seekers, employers, educational institutions and members of the public, make informed decisions about the labour market. Sometimes, this information is used to determine a suitable path to future employment (e.g., education and training in preparation for a future job). Other times, it is designed to help develop policy and programming to ensure there will be a suitable supply of workers with the necessary skills to meet future labour demands. As our economic, social and technological worlds continue to change at an increasingly greater pace, the need for quality labour market information becomes more and more important.

*Job Vacancy Report 2015* is the latest report derived from data on job postings collected by the Department of Advanced Education, Skills and Labour. Since 2007, the department has been regularly monitoring public job postings throughout Newfoundland and Labrador to gain insight into areas of current demand, both in terms of the jobs themselves and the skill levels required by employers. Some key

sources accessed to collect this information include:

- JOBSinNL.ca;
- JobBank.gc.ca;
- CareerBeacon.com;
- The Government of Newfoundland and Labrador's Human Resource Secretariat website;
- The Telegram; and,
- Regional newspapers in the province.

Together, these sources offer considerable coverage of the types of public job ads being posted in the province. Because this coverage is based on publicly accessible sources, it cannot capture all relevant job vacancy data in the province. Employers that post only on their own websites, for example, are not captured through this process. Likewise, internal recruitment opportunities would not be included in the job vacancy monitoring process.

A notable change impacting the department's job vacancy monitoring was the modification to a primary source of job posting data, JOBSinNL.ca. Prior to July 9, 2015, employers would have registered and

### INTRODUCTION: EXPLORING JOB VACANCY

posted their job ads directly on JOBSinNL.ca, with some of these details automatically transmitted to Employment and Social Development's Job Bank website. Early in 2015, the Job Bank website underwent an update, complete with improvements in functionality and user experience. In order to comply with the new Job Bank website's requirements, JOBSinNL.ca was redesigned and relaunched on July 9, 2015. As a result of this change, employers have to register and post jobs on the new Job Bank, with these details automatically transmitted to the new JOBSinNL.ca website. Due to the advanced requirements associated with the Job Bank, employers are also required to recreate their job posting accounts on the new Job Bank website, meaning no previous JOBSinNL.ca information could be carried over to the new site. Thus, on July 9, 2015, the number of job postings on JOBSinNL.ca was essentially reset to zero. This had an impact on the total number of job postings during 2015 compared to 2014, a consideration which is analyzed in greater detail within this report.

As part of job vacancy monitoring, relevant and useful information is recorded for each job ad, including details such as:

- when the job is posted;
- what the job title is;
- who the employer is; and,
- where the job is located.

Data for each job ad is reviewed and coded for standard occupational, industrial, skill level and geographical categories, so that future analysis can be carried out on labour market characteristics. (The coding systems used for this analysis are listed in Table 1).

**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

## INTRODUCTION: EXPLORING JOB VACANCY

# 2015

## Newfoundland and Labrador Job Vacancy Report

Although efforts are made to collect as much information as possible for each job ad, some public job postings do not always provide the necessary details for full coding to occur. Consequently, some information may not be available in certain sections of this report (i.e., ‘unknown’ skill levels and locations in some tables). These special cases are noted in this report in the situations where they occur.

Each month, relevant data is collected and compiled from the previously mentioned sources. As part of this effort, attempts are made to ensure that job ads recorded within a single month are represented only once. It is possible, however, for the same job ad to appear again in subsequent months. Since it is difficult to determine the reason for such a repeated posting (e.g., difficulty in filling the posted position, turnover in the position, hiring again for an additional position, etc.), postings repeated from month-to-month are included in this report.

The *Job Vacancy Report 2015* presents detailed information from the department’s job vacancy monitoring process for the 2015 calendar year. This includes regions of the province where jobs were located, key industries posting jobs, the skill levels required for these jobs, and key occupations advertised. Finally, where appropriate, comparisons to similar job vacancy data in 2014 are provided to highlight any trends in the types of job vacancies being posted throughout the province, as well as any caveats which might need to be kept in mind when interpreting such data.

Job vacancy remains an important indicator of labour demand in Newfoundland and Labrador, providing details on the economy and labour market, and a glimpse into possible areas of future demand. *Job Vacancy Report 2015* represents another labour market information tool from the Department of Advanced Education, Skills and Labour to address the labour market needs of all Newfoundlanders and Labradorians, both now and in the future.

# REPORT HIGHLIGHTS

- The Department of Advanced Education, Skills and Labour recorded a total of 26,073 job ads in 2015. In comparison, 38,158 job ads were recorded in 2014 (a 31.7 per cent decrease). These differences are in part due to how the data on job ads was able to be collected (in particular, the impact of the Job Bank switchover on the overall number of vacancies for one of the monitor's primary data sources, JOBSinNL.ca).
- The largest share of publicly posted job ads in 2015 was for jobs located in the Northeast Avalon Region (51.8 per cent), with the majority of these jobs located in the St. John's area. Generally, most job ads tend to be located in urban areas and service centres of the province.
- The Retail Trade industry posted the most job ads, followed by Other Services (Except Public Administration)<sup>1</sup>, Health Care and Social Assistance; and Accommodation and Food Services. These four industries comprised over half of all job ads for the province in 2015 (53.1 per cent).
- Just over half of the jobs posted in 2015 (51.3 per cent) were in management occupations or required a post-secondary education (e.g., 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 most commonly posted occupation was Retail Salespersons and Sales Clerks, followed by Home Support Workers and Related Occupations; Cooks; Cashiers; Food Counter Attendants, Kitchen Helpers and Related Occupations; and Retail Trade Managers.
- Although not necessarily in the same order from year to year, the top job ads for region, industry, skill level and occupation remain similar from 2014 and 2015. This suggests that the impact of the Job Bank switchover was more heavily focused on the overall number of job vacancies rather than on the patterns associated with these vacancies. Furthermore, this finding suggests that existing vacancies are likely reflective of prominent and continuing labour demands in the Newfoundland and Labrador economy.

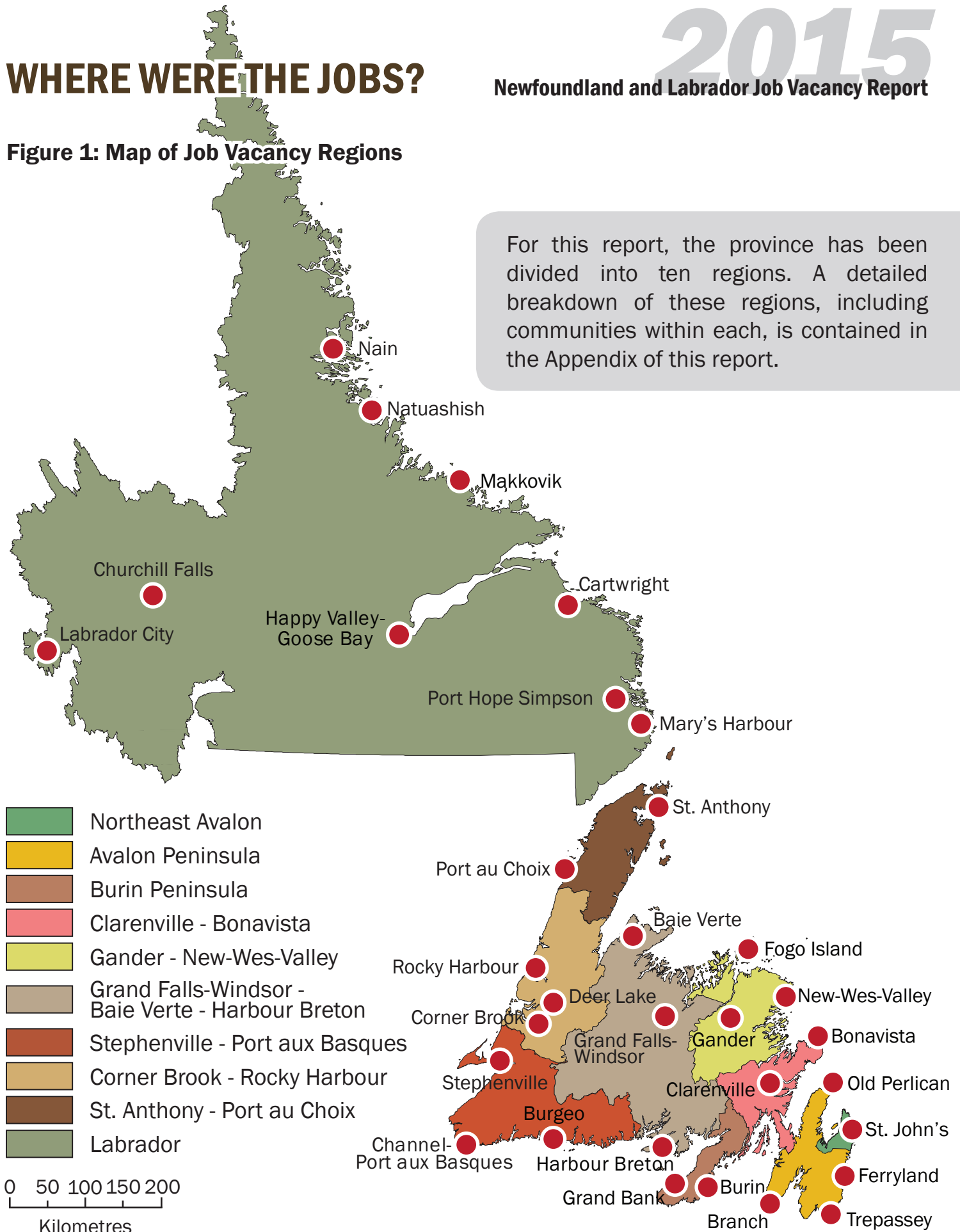
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<sup>1</sup>Other Services (Except Public Administration) includes businesses involved in repair and maintenance (such as garages), personal care services (such as beauty salons), funeral services, laundry services, religious organizations, civic and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

# WHERE WERE THE JOBS?

Figure 1: Map of Job Vacancy Regions

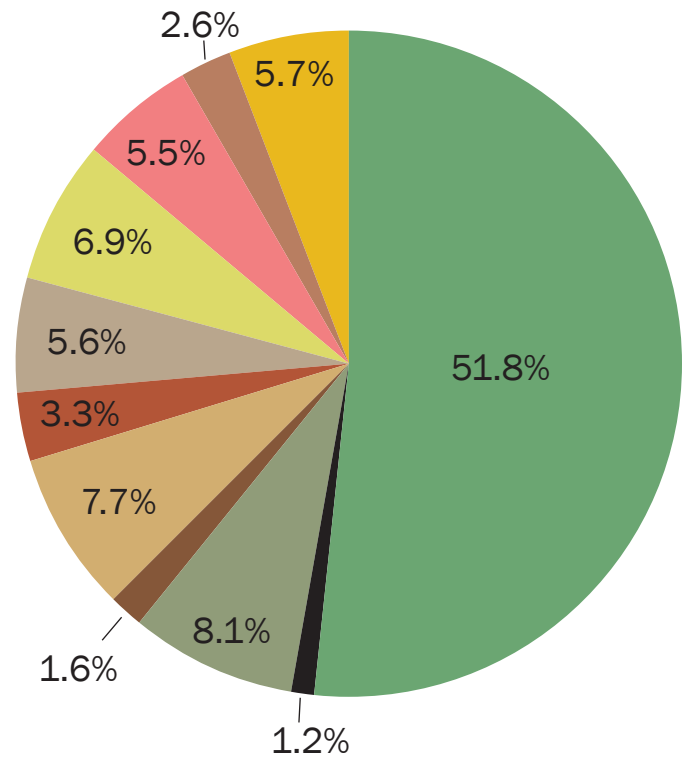
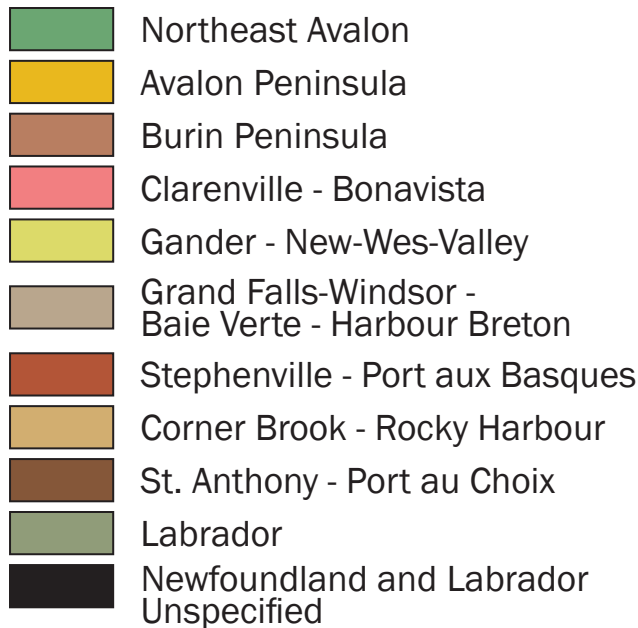
For this report, the province has been divided into ten regions. A detailed breakdown of these regions, including communities within each, is contained in the Appendix of this report.





## WHERE WERE THE JOBS?

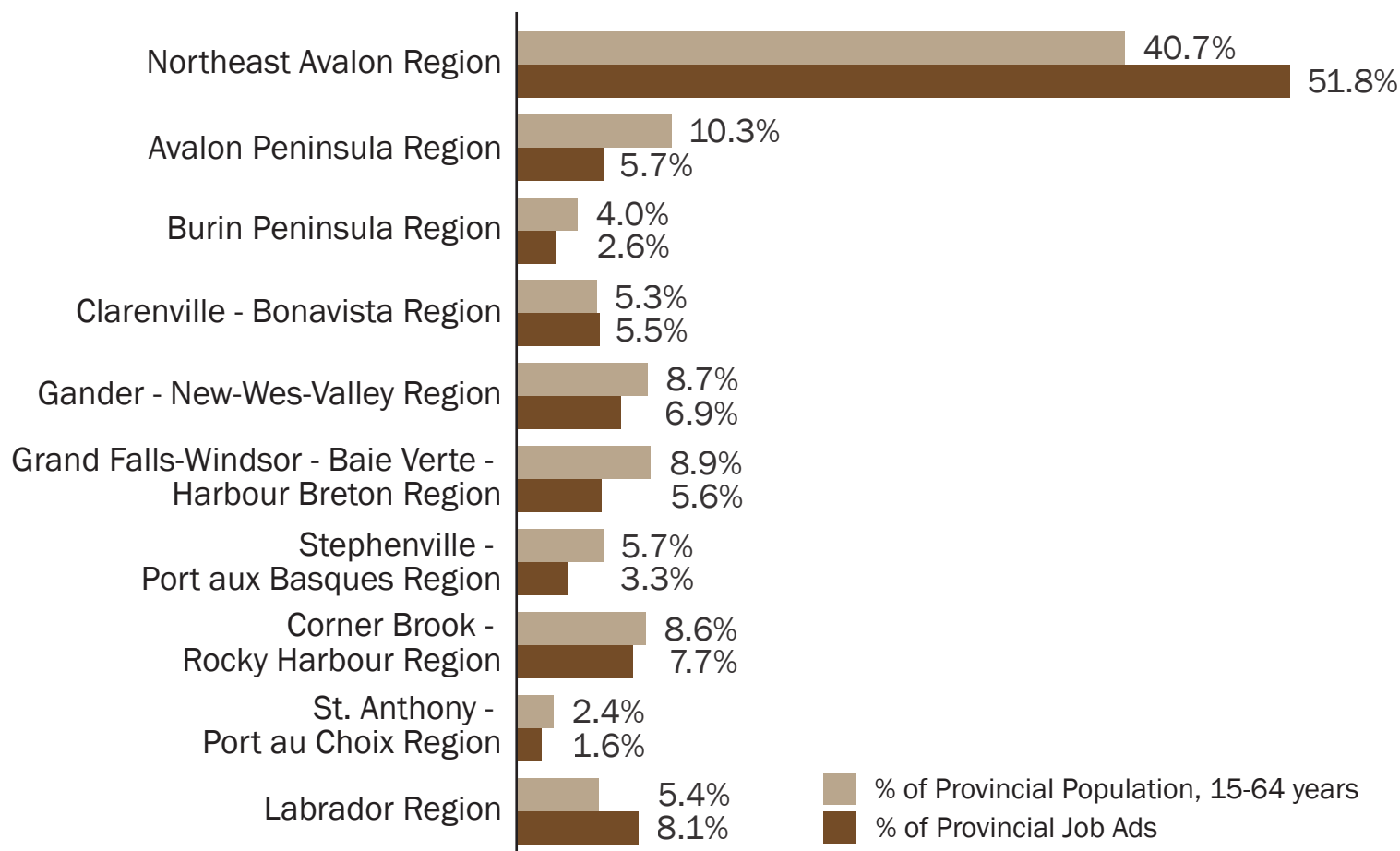
**Figure 2: Job Ads by Region**



Although job ads were recorded for all regions of the province, the majority (almost 52 per cent) were posted for the Northeast Avalon Region. After the Northeast Avalon, the regions with the highest percentage share of job ads were the Labrador Region (8.1 per cent), Corner Brook – Rocky Harbour Region (7.7 per cent), Gander New-Wes-Valley Region

(6.9 per cent), and the Avalon Peninsula Region (5.7 per cent). All other regional categories each had less than a 6 per cent share of the total job vacancies in 2015, including 1.2 per cent of job ads where the region within the province was unspecified in the original posting (i.e., “Newfoundland and Labrador Unspecified”).

**Figure 3: Share of Provincial Population (15-64 years) and Job Ads<sup>2</sup>**

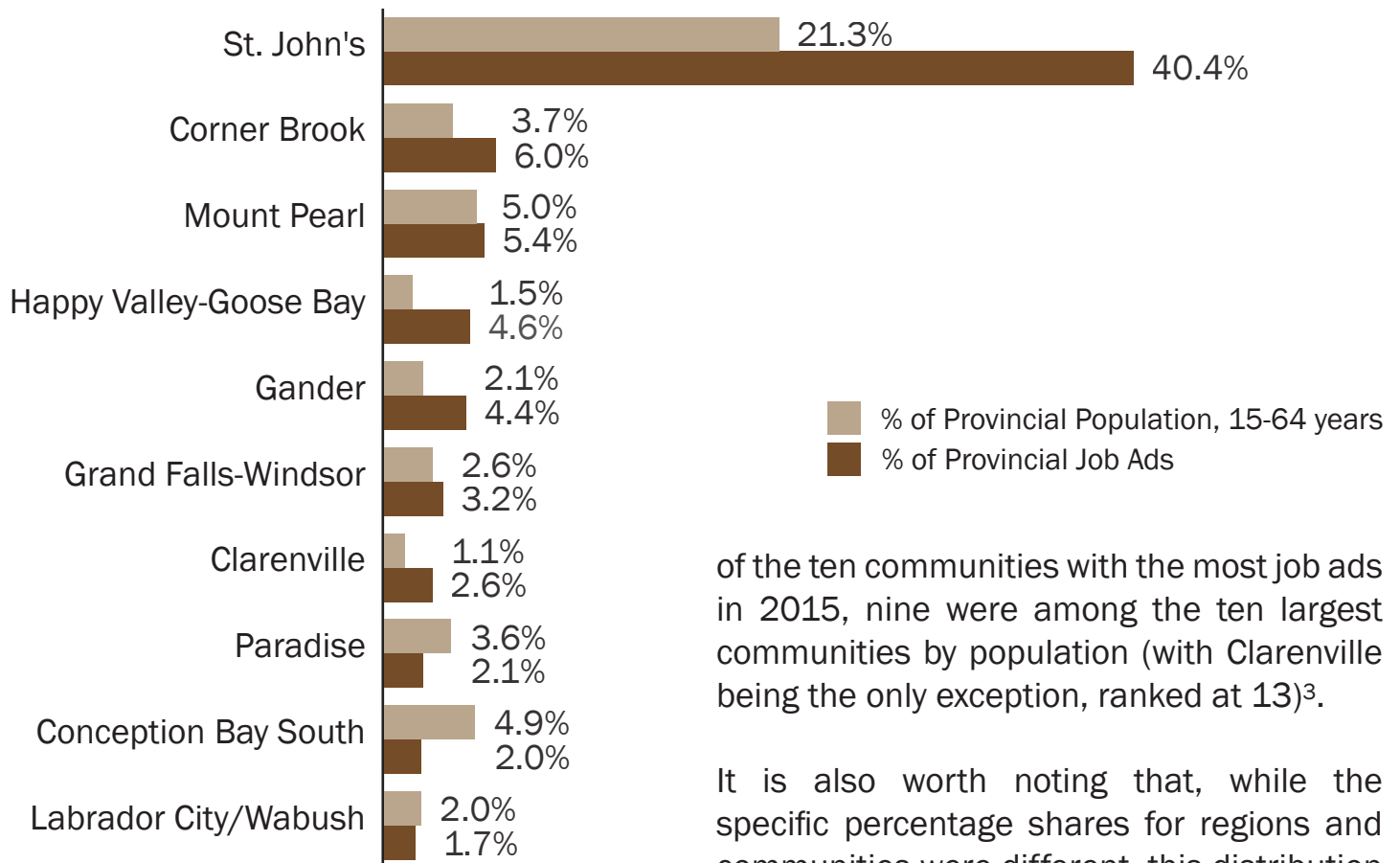


Generally speaking, job vacancies might be expected to be greater in urban areas due to the larger population and the corresponding greater likelihood of a diverse range of businesses and industries within the region. When comparing the share of provincial population (15-64 years old) to the number of job ads posted in the region, this pattern is indeed observed. Thus, while the Northeast Avalon Region is the most populated area of the province, it is also the region with the largest number of job ads in 2015.

Furthermore, three regions in the province actually had a greater share of job ads than their respective share of the provincial population 15 to 64 (i.e., the main population of labour force age). These regions were the Northeast Avalon Region, Clarenville - Bonavista Region, and the Labrador Region. This may have been due, in part, to increased economic activity experienced in these regions during 2015, the result of continued labour requirements for major projects such as Hebron (at Bull Arm) and Muskrat Falls (in Labrador).

<sup>2</sup>2011 Census, Statistics Canada (compiled by and obtained from the Community Accounts website, Newfoundland and Labrador Statistics Agency).

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



Similar to what was observed in Figure 3, the largest number of job ads were located within the urban or service centres of Newfoundland and Labrador. As testament to this, St. John's had the most job ads in 2015 (40.4 per cent), followed by Corner Brook (6.0 per cent), Mount Pearl (5.4 per cent), Happy Valley-Goose Bay (4.6 per cent), and Gander (4.4. per cent). These all represent notable urban areas of the province and/ or regions that have a larger population of labour force age. In fact, Figure 4 shows that,

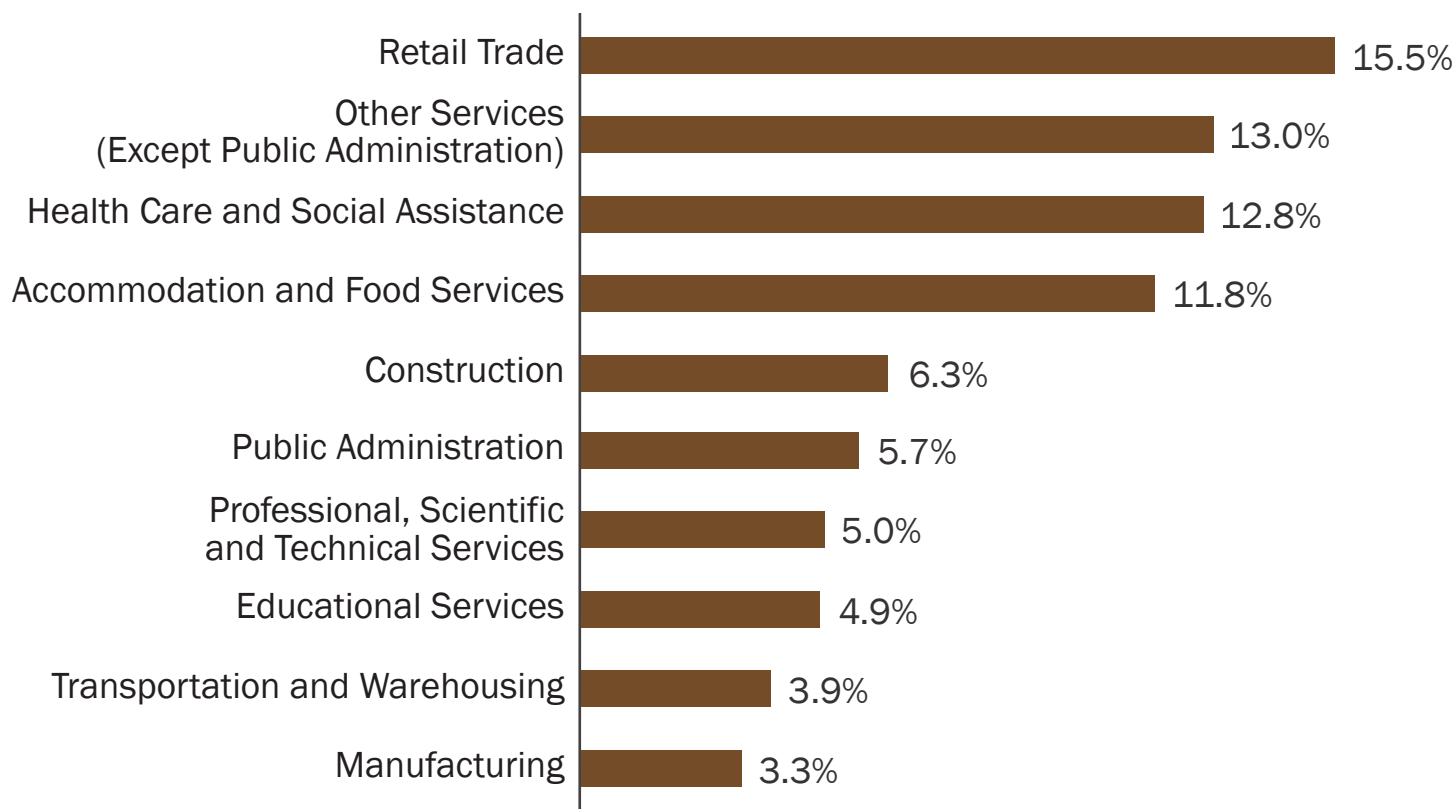
of the ten communities with the most job ads in 2015, nine were among the ten largest communities by population (with Clarenville being the only exception, ranked at 13)<sup>3</sup>.

It is also worth noting that, while the specific percentage shares for regions and communities were different, this distribution of job ads for regions and communities is similar to that observed in 2014. For example, the greatest number of job ads in both years occurred in the Northeast Avalon Region (51.8 per cent in 2015 versus 53.3 per cent in 2014). Similarly, St. John's had the greatest number of job ads amongst communities in both years (40.4 per cent in 2015 and 42.9 per cent in 2014). This suggests that the trend towards greater job ads in urban parts of Newfoundland and Labrador is consistent, both at the regional and community level.

<sup>3</sup>Statistics Canada. Population and dwelling counts, for Canada, provinces and territories, and census subdivisions (municipalities), 2011 and 2006 censuses.

# WHAT WERE THE TOP POSTING INDUSTRIES?<sup>4</sup>

Figure 5: Top 10 Industries with Job Ads



Job ads are not only more prominent in certain regions of the province; they are also more common in certain industries within Newfoundland and Labrador. Similar to 2014, jobs were posted across the full range of industries in Newfoundland and Labrador during 2015. Specifically, the largest number of job ads in the province were posted for:

- Retail Trade;
- Other Services (Except Public Administration)<sup>5</sup>;
- Health Care and Social Assistance; and,
- Accommodation and Food Services.

These particular industries were also the most heavily represented in the job vacancies for 2014 (consistently accounting for over half of all job ads in both years). It is also worth noting that some of these industries (such as Accommodation and Food Services) tend to have a higher turnover rate, which may mean that many job vacancies are the result of employees leaving rather than a continued increase in actual demand. In addition, there were regional differences in 2015 with respect to which industries were posting the largest number of job ads. While the majority of regions had the same top industries as

<sup>4</sup>The industry groupings used throughout this report are from the North American Industry Classification System (NAICS) 2007 used by Statistics Canada.

<sup>5</sup>Please see footnote #1 on page four of this report.





# WHAT SKILL LEVELS WERE IN DEMAND?

When looking at vacancies, it is not sufficient to just look at the number of occupations in demand, it is also important to consider the various skill levels associated with these vacancies. This is an especially vital consideration given that some vacancies may arise as a result of skill mismatches; that is, there may be more than enough people in the labour market looking for work, but not necessarily enough with the skill or education levels to perform the work required in specific industries or regions. Even where there are many potential workers in a population, their present skill sets may be insufficient to meet the demands of the existing labour market. A review of the skill levels associated with job ads is therefore useful.

Occupations are ordinarily categorized according to the general skill level required to conduct work in them. Specifically, all occupations can be classified into one of the following five basic skill levels:

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

As noted in Table 1 of this report, occupations are assigned their appropriate skill level categorization based upon their

corresponding National Occupational Classification codes. Occupations at university, college or apprenticeship training levels can also be classified more broadly as occupations that require a post-secondary education. In contrast, occupations at high school and/or occupation-specific training levels, as well as on-the-job training levels, would be classified more broadly as occupations not requiring a post-secondary education. The last category, management-level occupations, is frequently combined with post-secondary required occupations as this classification recognizes that post-secondary education and/or experience are normally required elements of the job.

Working with this classification system, an analysis of skill level is possible for the various job ads recorded as part of the job vacancy monitoring process. As an example, the distribution of skill levels among all job ads posted in Newfoundland and Labrador during 2015 was as follows (with less than one per cent not able to be classified)<sup>6</sup>:

- 9.3 per cent of job ads were for management-level jobs;
- 13.0 per cent were for university level;
- 29.0 per cent were for college/apprenticeship training level;
- 33.5 per cent were for high school or equivalent level; and,
- 14.4 per cent were for on-the-job training level.

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<sup>6</sup>Specifically, the percentage of job ads that were unable to be classified by skill level was 0.8 per cent.

## WHAT SKILL LEVELS WERE IN DEMAND?

In total, just over half of the jobs posted in 2015 were for management/post-secondary required jobs (51.3 per cent). This is slightly higher than the percentage noted for the job ads advertised in 2014 (50.1 per cent). In both years, however, over 50 per cent of posted job ads required some degree of post-secondary or were management, meaning a higher skill level was required to successfully perform these jobs.

Additionally, a number of job vacancies were identified as requiring less than post-secondary education. This follows naturally from the fact that vacancies arise across a wide variety of occupations and industries, each of which has its own unique requirements and conditions for successful employment. Here, for instance, are the sectors that had the highest share of vacancies at each skill level for their postings in 2015:

### Management-level Job Ads

- Management of Companies and Enterprises (23.4 per cent);
- Utilities (16.4 per cent); and,
- Mining and Oil and Gas Extraction (14.3 per cent).

### University-level Job Ads

- Educational Services (37.9 per cent)
- Finance and Insurance (28.8 per cent); and,
- Health Care and Social Assistance (28.0 per cent).

### College/Apprenticeship-level Job Ads

- Construction (47.1 per cent);
- Utilities (44.9 per cent); and,
- Agriculture, Forestry, Fishing and Hunting (44.5 per cent).

### Job Ads Requiring Only High School or Equivalent:

- Transportation and Warehousing (58.3 per cent);
- Retail Trade (49.1 per cent); and,
- Wholesale Trade (46.6 per cent).

### Job Ads Where On-the-job Training is Usually Provided

- Real Estate and Rental and Leasing (30.8 per cent);
- Accommodation and Food Services (29.8 per cent); and,
- Retail Trade (20.7 per cent).

## WHAT SKILL LEVELS WERE IN DEMAND?

# 2015

## Newfoundland and Labrador Job Vacancy Report

The most common industries at each skill level in 2015 are nearly identical to those found in 2014, with only two exceptions (Agriculture, Forestry, Fishing and Hunting having replaced Manufacturing from 2014; and Retail Trade replacing Administrative and Support, Waste Management and Remediation Services from the previous year). Likewise, as mentioned previously, job ads in both years cover a diverse range of industries, some of which have higher skill level requirements than others. For instance, industries such as Health Care and Social Assistance, where demand is likely to continue growing as a result of the aging demographic, would be expected to have a high skill level component associated with

them (in support of this notion, Health Care and Social Assistance was noted as having the third highest number of university-level job ads). In contrast, industries such as Retail Trade, while also having a strong demand for workers, would not ordinarily have as high a requirement for skill level, which is why Retail Trade was found to have among the greatest number of job ads at the high school or equivalent skill level, as well as among job ads where on-the-job training is usually provided. The overall message from this analysis is that the Newfoundland and Labrador economy continues to be diverse in terms of its industries and requirements, and that opportunities remain available for workers across a wide range of skill levels within the province.





## WHAT SKILL LEVELS WERE IN DEMAND?

**Table 2: Distribution of Job Vacancies by Skill Level and Region**

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	11.5%	7.3%	8.6%	9.1%	7.3%	7.1%
Occupations Usually Requiring a University Degree	18.8%	35.7%	11.2%	18.8%	19.5%	16.5%
Occupations Usually Requiring a College Diploma/Certificate or Apprenticeship Training	27.4%	23.3%	29.8%	26.1%	28.5%	26.5%
Occupations Usually Requiring a High School Diploma and/or Occupation-specific Training	28.8%	23.3%	37.7%	29.6%	31.1%	35.6%
Occupations Requiring On-the-job Training	12.7%	10.0%	12.6%	16.1%	12.9%	14.1%
Unknown Skill Level	0.7%	0.5%	0.0%	0.3%	0.7%	0.2%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Skill Level	Clarenville - Bonavista	Burin Peninsula	Avalon Peninsula	Northeast Avalon Region	Newfoundland and Labrador Unspecified	Province
Management Occupations	8.8%	8.3%	4.3%	10.2%	14.6%	<b>9.3%</b>
Occupations Usually Requiring a University Degree	14.1%	13.0%	9.9%	10.2%	21.9%	<b>13.0%</b>
Occupations Usually Requiring a College Diploma/Certificate or Apprenticeship Training	32.6%	29.3%	30.1%	29.1%	42.7%	<b>29.0%</b>
Occupations Usually Requiring a High School Diploma and/or Occupation-specific Training	30.6%	35.8%	39.8%	34.0%	15.2%	<b>33.5%</b>
Occupations Requiring On-the-job Training	12.9%	13.4%	15.7%	15.5%	1.3%	<b>14.4%</b>
Unknown Skill Level	1.0%	0.3%	0.3%	1.0%	4.3%	<b>0.8%</b>
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Note: Totals for regions may not equal 100% due to rounding.

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

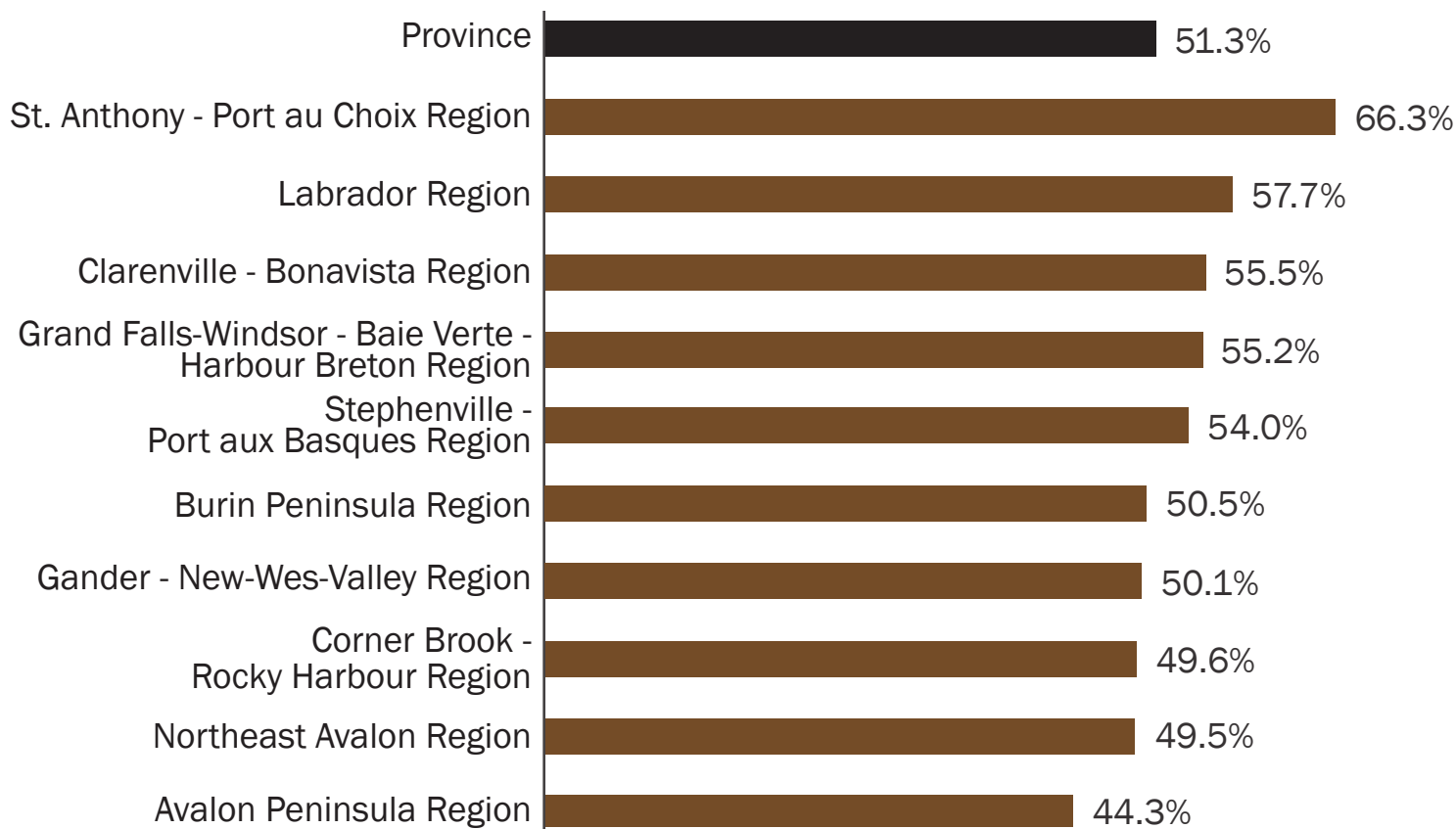


Table 2 further details the distribution of skill levels observed in 2015 job postings for different regions of the province (with only a very small percentage of job ads – less than one per cent – unable to be coded for such skill level). Similarly, Figure 6 looks at the broader skill level of management/post-secondary required as it relates to job ads in the regions. In other words, adding a region’s percentage shares for university level, college/apprenticeship level, and management in Table 2 gives the corresponding percentage in Figure 6. As might be expected, different regions have different labour market demands which, in turn, create different degrees of emphasis on various skill levels. In 2015, for instance,

the St. Anthony - Port au Choix Region had the highest percentage of job ads for management/post-secondary required jobs (66.3 per cent). Not surprisingly, this greater skill level requirement is directly tied to the industries and occupations most in demand in the region – specifically, a high proportion of job ads occurring in Health Care and Social Assistance (e.g., doctors and nurses). It should also be noted that the St. Anthony – Port au Choix Region had the highest percentage of management/post-secondary required job ads in 2014 (63.8 per cent), suggesting that the demand for these occupations continues to be a key area of job vacancy in the region.

# THE MOST FREQUENTLY POSTED OCCUPATIONS<sup>7</sup>

In addition to region, industry, and skill level, job ads can also be analyzed based on occupation; that is, from the perspective of which occupations were most highly represented in the job ads posted during 2015. Looking at the 26,073 job ads posted in 2015, Retail Salespersons and Sales Clerks was the most frequently seen occupation, accounting for 5.9 per cent of all job ads in the province. This category was followed by:

1. home support workers and related occupations;
2. cooks;
3. cashiers;

4. food counter attendants, kitchen helpers and related occupations; and,
5. retail trade managers, as well as customer service, information and related clerks.

Figure 7 shows the most frequently posted occupations, which cover a wide range of skill levels. Retail salespersons and cashiers would be classified as non-post-secondary (i.e., either high school or equivalent is required, or on-the-job training is provided). Conversely, other occupations in the top ten would involve either some possible post-

**Figure 7: Top 10 Job Ads**



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

## THE MOST FREQUENTLY POSTED OCCUPATIONS

secondary training (e.g., home support worker) or management duties (e.g., retail trade managers). Again, this speaks to the general diversity of occupations (and thus job ads) represented in the Newfoundland and Labrador economy. In addition, some occupations were far more frequent in certain regions of the province than in others (see Table 3). For instance, Retail Salespersons and Sales Clerks was the most posted job category in the following three regions of the province:

1. Labrador Region;
2. Corner Brook - Rocky Harbour Region; and,
3. Northeast Avalon Region.

In contrast, Home Support Workers and Related Occupations was the most frequently posted job category in the following five regions of Newfoundland and Labrador:

1. Grand Falls-Windsor - Baie Verte - Harbour Breton Region;
2. Gander - New-Wes-Valley Region;
3. Clarenville - Bonavista Region;
4. Burin Peninsula Region; and,
5. Avalon Peninsula Region.

Finally, St. Anthony - Port au Choix Region was the only region to have doctors as the occupation with the most number of job ads, while Stephenville - Port aux Basques Region had College and Other Vocational Instructors as the top posted job category. It was noted earlier in this report that the St. Anthony - Port au Choix Region had the highest percentage of job ads in management or requiring post-secondary, as well as the highest percentage of its job ads in Health Care and Social

Assistance. All these indicators suggest that the demand for health care and related services is higher in this region than in the rest of Newfoundland and Labrador, to such an extent that it is more heavily represented than other industries and occupations that are more common in other parts of the province.

Comparing the occupations associated with job ads, the most frequent occupations posted in 2015 were similar to those in 2014, with only a few differences. Specifically, whereas Retail Trade Managers and Customer Service, Information and Related Clerks were among the top ten most often posted occupations in both years, Truck Drivers was more frequently posted than either of these in 2014. The most frequently posted occupations within regions was also similar across the two years, with only a few variations in select regions (Food Counter Attendants, Kitchen Helpers and Related Occupations was the most frequently posted occupation for Labrador in 2014, and Retail Salespersons and Sales Clerks was the most posted for the Clarenville - Bonavista Region and Stephenville - Port aux Basques Region in that year).

The next part of this report looks more closely at the most frequently posted occupations in the province, within different skill level categories.



## THE MOST FREQUENTLY POSTED OCCUPATIONS

**Table 3: Top Five Occupations Advertised by Region**

<b>Labrador Region</b>	
Retail Salespersons and Sales Clerks	3.7%
Registered Nurses	3.5%
Home Support Workers and Related Occupations	3.0%
Cashiers	2.5%
General Office Clerks	2.5%

<b>Clareville - Bonavista Region</b>	
Home Support Workers and Related Occupations	6.1%
Retail Salespersons and Sales Clerks	4.0%
Cooks	4.0%
Cashiers	2.6%
Food Counter Attendants, Kitchen Helpers and Related Occupations	2.4%

<b>Corner Brook - Rocky Harbour Region</b>	
Retail Salespersons and Sales Clerks	10.0%
Cooks	4.6%
Retail Trade Managers	3.1%
Cashiers	2.6%
Home Support Workers and Related Occupations	2.5%

<b>Avalon Peninsula Region</b>	
Home Support Workers and Related Occupations	9.4%
Retail Salespersons and Sales Clerks	5.6%
Cashiers	3.4%
Customer Service, Information and Related Clerks	2.6%
Construction Trades Helpers and Labourers	2.6%

<b>Grand Falls-Windsor - Baie Verte - Harbour Breton Region</b>	
Home Support Workers and Related Occupations	6.6%
Retail Salespersons and Sales Clerks	4.8%
Registered Nurses	4.7%
College and Other Vocational Instructors	3.9%
Community and Social Service Workers	2.8%

<b>St. Anthony - Port au Choix Region</b>	
Specialist Physicians	11.2%
General Practitioners and Family Physicians	8.7%
Registered Nurses	5.3%
General Office Clerks	2.9%
Retail and Wholesale Buyers	2.7%

## THE MOST FREQUENTLY POSTED OCCUPATIONS

**Table 3: Continued**

<b>Stephenville - Port aux Basques Region</b>	
College and Other Vocational Instructors	6.3%
Retail Salespersons and Sales Clerks	5.4%
Construction Trades Helpers and Labourers	3.7%
Cashiers	3.3%
General Office Clerks	3.1%

<b>Burin Peninsula Region</b>	
Home Support Workers and Related Occupations	13.1%
Retail Salespersons and Sales Clerks	5.1%
General Office Clerks	3.2%
Community and Social Service Workers	3.1%
College and Other Vocational Instructors	2.9%

<b>Gander - New-Wes-Valley Region</b>	
Home Support Workers and Related Occupations	10.5%
Retail Salespersons and Sales Clerks	6.1%
Registered Nurses	4.3%
Cooks	4.1%
Food Counter Attendants, Kitchen Helpers and Related Occupations	2.8%

<b>Northeast Avalon Region</b>	
Retail Salespersons and Sales Clerks	6.3%
Home Support Workers and Related Occupations	3.3%
Cooks	3.2%
Food Counter Attendants, Kitchen Helpers and Related Occupations	3.1%
Cashiers	2.8%

## THE MOST FREQUENTLY POSTED OCCUPATIONS

### Management-Level job advertisements

Management-level jobs are generally considered alongside post-secondary due to their emphasis on experience. For management-level jobs only (i.e., those which would normally require some previous experience in a related occupation), Retail Trade Managers, by far, were the most frequently posted job (21.4 per cent of all management job ads). This category was followed by:

1. Sales, Marketing and Advertising Managers;
2. Restaurant and Food Service Managers;
3. Facility Operation and Maintenance Managers; and,
4. Construction Managers.

Together, these five occupations made up just over half (52.3 per cent) of all management-

level job ads in 2015. Again, within the management occupations captured in Figure 8, there exists a wide range of jobs with differing levels of technical expertise associated with them. For instance, jobs such as Retail Trade Manager and Restaurant and Food Service Manager would likely place a greater emphasis on previous experience in the workplace while jobs such as Construction Manager, Human Resource Managers, and Financial Managers might be expected to have a larger post-secondary education or training component associated with them (in addition to past experience in the field). Furthermore, nine of these occupations were the most frequently posted in 2014; only Transportation Managers was not in the top ten when comparing 2015 job vacancies to the previous year.

**Figure 8: Top 10 Management-Level Job Ads**



## THE MOST FREQUENTLY POSTED OCCUPATIONS

### University Degree job advertisements

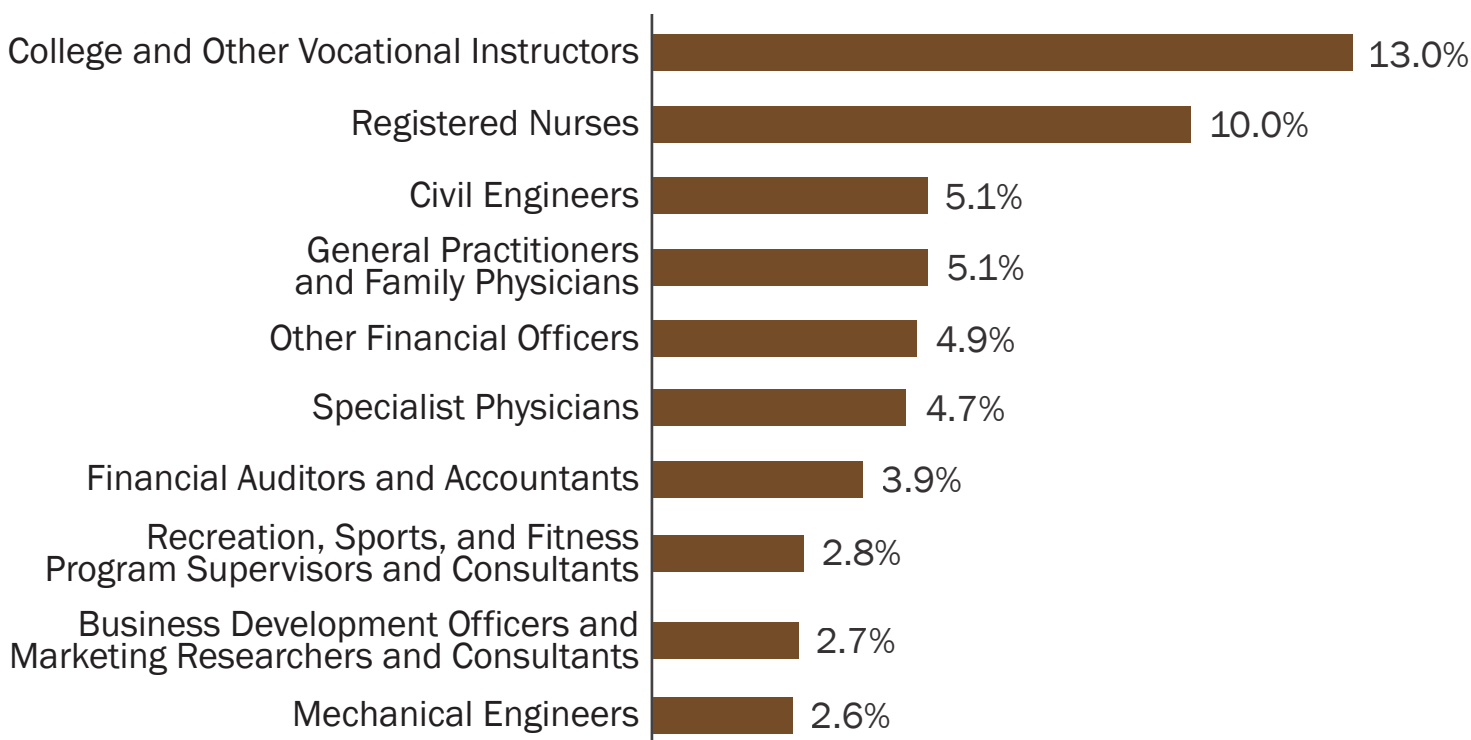
Jobs requiring a university degree fall under the broader category of post-secondary required jobs. For jobs that would normally require a university education, the most frequently posted occupation was College and Other Vocational Instructors (13.0 per cent of all university-level jobs). This category was followed by:

1. Registered Nurses;
2. Civil Engineers;
3. General Practitioners and Family Physicians; and,
4. Other Financial Officers.

Together, these five occupations made up 38.1 per cent of all university-level job ads in 2015. These findings are consistent with what has been noted in earlier sections of this report. For instance, it was noted

that there appears to be a continuing demand for workers in Health Care and Social Assistance, particularly in regions of the province such as St. Anthony - Port au Choix. Similarly, College and Vocational Instructors was already observed to be the most frequent occupational category in the Stephenville - Port aux Basques Region during 2015. While such occupations do not make up a large percentage of overall vacancies (i.e., when all job ads for 2015 are taken into consideration), they do make up a large share of the job ads where a university degree is required. Other notable occupational fields represented in the top ten ads requiring a university degree include those related to engineering (e.g., civil and mechanical engineers) and business (e.g., other financial officers, financial auditors and accountants).

**Figure 9: Top 10 Job Ads Requiring a University Degree**





# 2015

## Newfoundland and Labrador Job Vacancy Report

Finally, of the top ten frequently posted job ads requiring a university degree in 2015, nine of these were also in the top ten for 2014. The only exception was Business Development Officers and Marketing Researchers and Consultants (which replaced Secondary School Teachers from the 2014 list).



## THE MOST FREQUENTLY POSTED OCCUPATIONS

### College Diploma, Certificate or Apprenticeship Training job advertisements

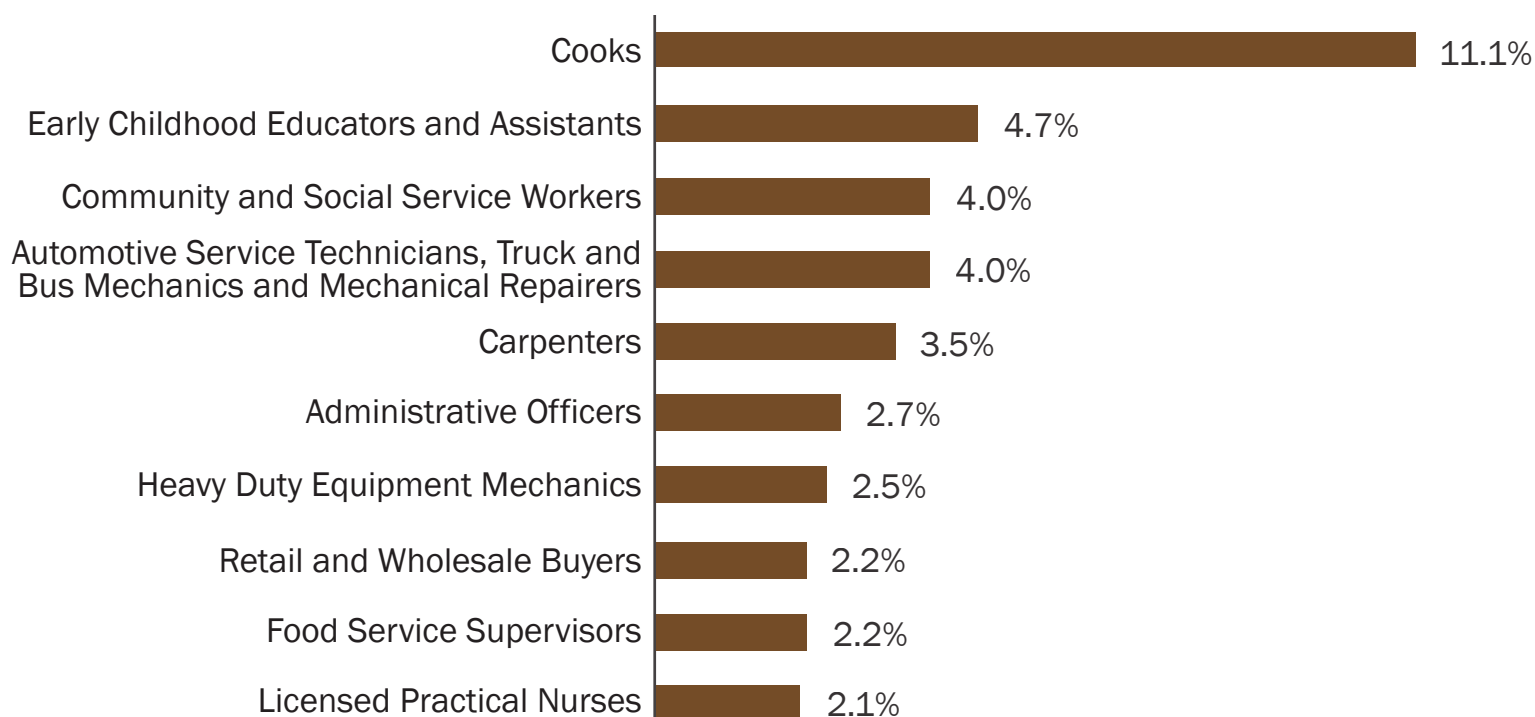
College Diploma, Certificate, or Apprenticeship Training-level represents the final category within the larger category of management/post-secondary required jobs. For this category, the most frequently posted occupation requiring a college education or apprenticeship training was Cooks, representing 11.1 per cent of all such job ads. This category was followed by:

1. Early Childhood Educators and Assistants;
2. Community and Social Service Workers;
3. Automotive Service Technicians, Truck and Bus Mechanics and Mechanical Repairers; and,
4. Carpenters.

Together, these five occupations made up over one-quarter (27.3 per cent) of all college/apprenticeship training-level job ads in 2015.

Within the top ten for this category, a number of occupational fields are represented, including trades (Cooks, Carpenters, Heavy Duty Equipment Mechanics), education (Early Childhood Educators and Assistants), business (Administrative Officers) and health (Licensed Practical Nurses). Furthermore, of the top ten job ads requiring a college diploma/certificate or apprenticeship training in 2015, nine of these occupations were also on the top ten list for 2014 (with the exception of Retail and Wholesale Buyers, which replaced Program Leaders and Instructors in Recreation, Sport and Fitness). Thus, similar to management and university degree job ads, the top occupations requiring a college diploma/certificate or apprenticeship training have remained similar between 2014 and 2015, suggesting continued demand for these particular occupations and jobs.

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



## THE MOST FREQUENTLY POSTED OCCUPATIONS

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

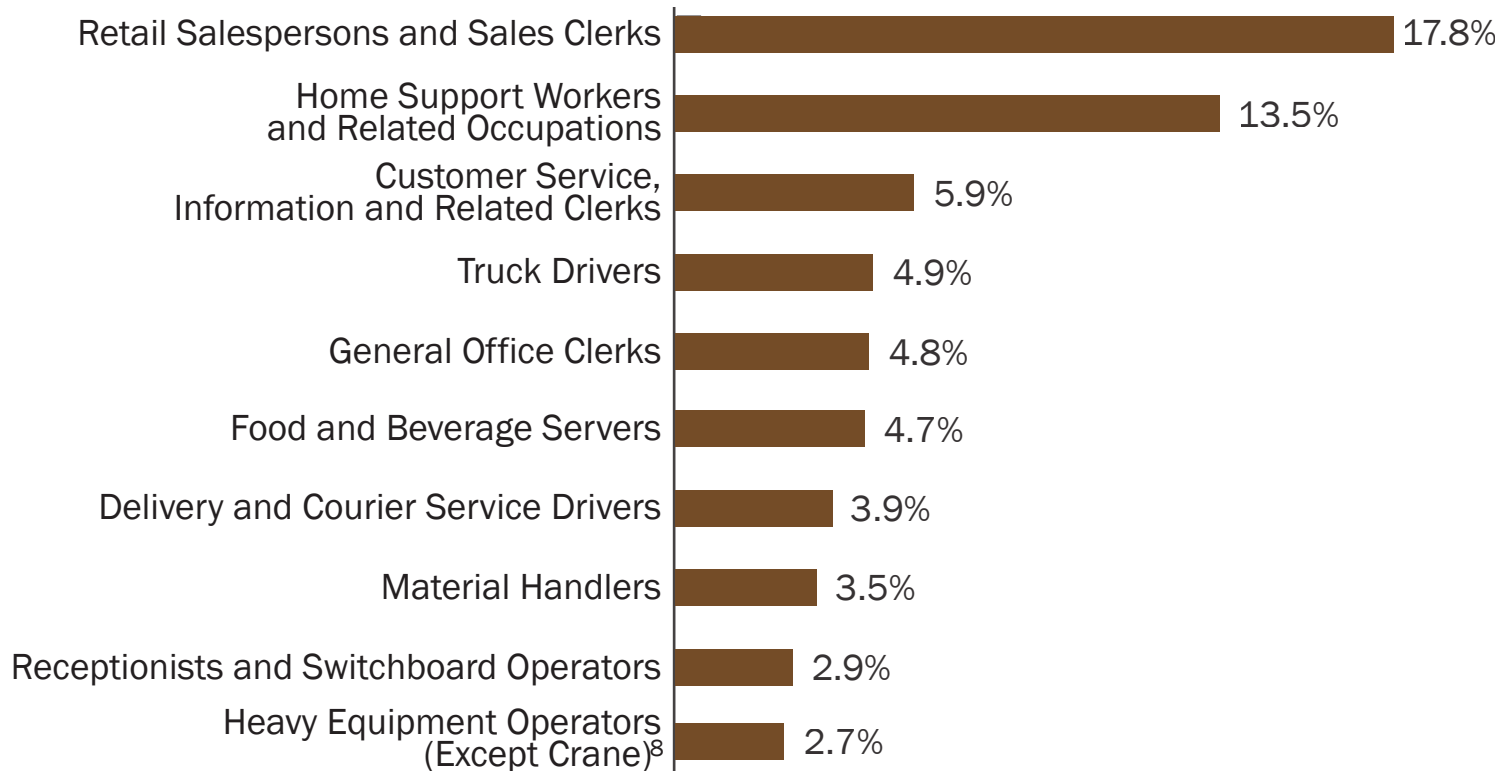
The category “high school diploma and/or occupation-specific training” is one of two skill level categories making up the broader category of non-post-secondary jobs. The most frequently posted occupation for this skill level in 2015 was Retail Salespersons and Sales Clerks, which accounted for 17.8 per cent of all high school education-level jobs. This category was followed by:

1. Home Support Workers and Related Occupations;
2. Customer Service, Information and Related Clerks;

3. Truck Drivers; and,
4. General Office Clerks.

Together, these five occupations made up just under half (46.9 per cent) of all high school education-level job ads in 2015. Of the top ten occupations in this category during 2015, nine of them were also reflected in the top ten list for 2014 (with the one exception, Receptionists and Switchboard Operators, replacing Sales Representatives – Wholesale Trade (Non-Technical) from 2014).

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



<sup>8</sup>Note 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 2), it falls within the High School and/or Occupation-specific Training category; thus, its inclusion in the figure above.

## THE MOST FREQUENTLY POSTED OCCUPATIONS

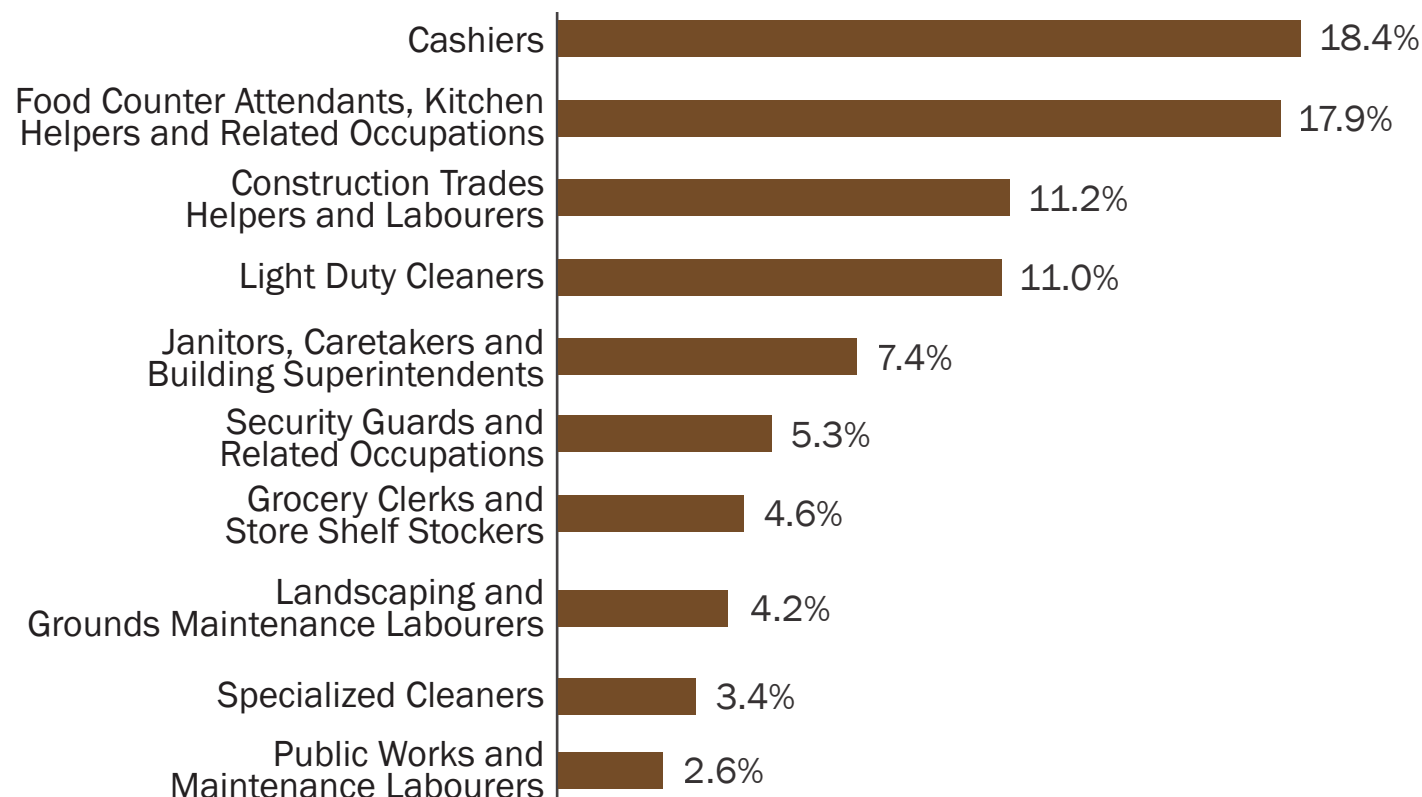
### On-the-job Training job advertisements

The final category making up the broader non-post-secondary required group is comprised of those jobs where on-the-job training is provided. For this skill level category, the most frequently posted occupation was Cashiers, which accounted for 18.4 per cent of all such jobs. This category was followed by:

1. Food Counter Attendants, Kitchen Helpers and Related Occupations;
2. Construction Trades Helpers and Labourers;
3. Light Duty Cleaners; and,
4. Janitors, Caretakers and Building Superintendents.

Combined, these five occupations made up almost two-thirds (65.9 per cent) of all jobs in 2015 where on-the-job training is normally provided. Furthermore, the top ten occupations in demand at this skill level during 2015 were exactly the same as the top ten in 2014 (though not in the exact same order).

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





# JOB ADS RELATIVE TO SKILL LEVELS

Educational attainment typically refers to the highest level of education a person has achieved. For the Newfoundland and Labrador population aged 15 years or older in 2015, the educational attainment profile was as follows:

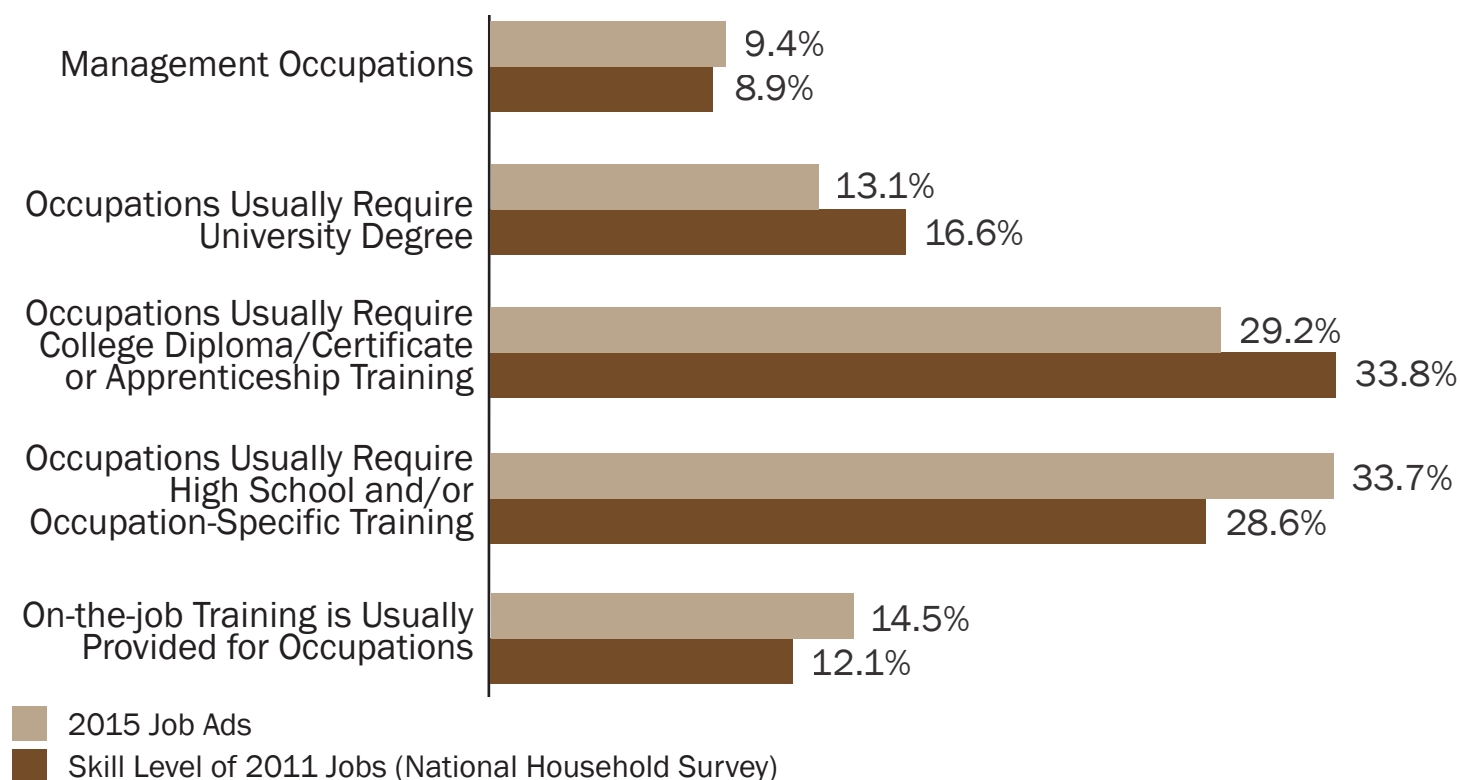
- 14.6 per cent had a university degree;
- 37.8 per cent had a college certificate or diploma (which would include certificates or diplomas related to apprenticeship training);
- 23.5 per cent had high school or some post-secondary education (without a completed credential); and,
- 24.1 per cent had less than high school.<sup>9</sup>

In other words, 52.4 per cent had some form of completed post-secondary credential.

In comparison, when considering the job ads posted in 2015 (excluding management-level job postings and those for which skill level could not be determined):

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

**Figure 13: Skill Level Distribution of 2015 Job Ads Compared to Skill Level Distribution of Jobs of Employed People in 2011<sup>10</sup>**



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

<sup>10</sup>Statistics Canada, 2011 National Household Survey, Statistics Canada Catalogue no. 99-012-X2011036.



## JOB ADS RELATIVE TO SKILL LEVELS

While the greater frequency of non-post-secondary job ads relative to post-secondary required jobs may seem surprising, 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 normally necessary to obtain particular jobs, educational attainment may not always match the skill level required for the job in which an individual is employed (e.g., someone working in a non-post-secondary job while looking for gainful employment in his or her post-secondary field).

Alternatively, one can review the alignment between job postings and skill levels by examining the skill level breakdown of the jobs in the provincial 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 2015, based only on job ads for which the skill level was known, the following profile was observed:

- 9.4 per cent of job ads were for management-level jobs;
- 13.1 per cent were for university level;
- 29.2 per cent were for college/ apprenticeship training level;
- 33.7 per cent were for high school or equivalent level; and,
- 14.5 per cent were for on-the-job training level.

This comparison shows that there are a higher percentage of people working in post-secondary required jobs than there were job ads for that skill level. Alternatively, there are a lower percentage of people working in non-post-secondary required jobs than there were job ads for that skill level. This finding suggests turnover may be more common in non-post-secondary required jobs, resulting in more demand from employers to recruit workers for these positions as previous workers leave (i.e., a replacement demand); thus the increased number of postings recorded by job monitoring activities. At the same time, these findings also demonstrate that labour market challenges may be due to issues related to both labour demand and supply, and that both play a part in determining the total number (and types) of vacancies that have occurred during 2015. Similar observations and conclusions were also noted as part of *Job Vacancy Report 2014*.

# JOB VACANCIES IN 2014 AND 2015: A COMPARISON

Any comparison of job vacancies for the calendar years 2014 and 2015 must be tempered by the likely impacts of changes to how the information on vacancies was collected. Looking at the overall number of vacancies, for instance, the Department's job vacancy monitor recorded a total of 26,073 job ads in 2015, compared to 38,158 job ads in 2014 (a 31.7 per cent decrease). This would seem to suggest an overall decrease in the level of labour demand from 2014 to 2015, but these numbers do not take into account the differences in collection methods that were used from one year to the next. In particular, and as noted in the introductory section of this report, structural changes to one of the job vacancy monitor's primary sources, JOBSinNL.ca, meant that the number of job postings associated with this source was essentially reset to zero in early July of 2015.

While it is fair to say that other factors have impacted these yearly totals as well (e.g., changes to commodity markets, major project activity, and other economic factors impacting the overall labour market), the shift in JOBSinNL.ca's operations would certainly have had considerable impact on the overall job vacancy numbers for 2015. While it is not possible to tell how much this shift may have impacted job vacancy numbers overall, it is important to keep this difference in methodology noted when reviewing any 2015 results relative to 2014 (particularly as they relate to the overall numbers of vacancies occurring in these two years). That said, although large differences

are apparent when looking at the total number of vacancies for 2014 and 2015, the findings in *Job Vacancy Report 2015* also suggest that many consistent patterns remain. In particular:

- Job ads tend to be most numerous and heavily concentrated in the urban or service centres of the province. As an example, the Northeast Avalon Region was found to have the majority of job ads in both 2014 and 2015 (over 50 per cent in each year), as did the capital city of St. John's (over 40 per cent in each year).
- Over half of all job ads in both 2014 and 2015 were found in Retail Trade, Other Services (Except Public Administration), Health Care and Social Assistance, and Accommodation and Food Services sectors. These were also the most common industries in most regions of the province, although not always in the same order (i.e., some regions had Health Care and Social Assistance as the industry with the most job ads, some had Retail Trade, etc.).
- Job ads requiring higher skill levels (either post-secondary or management) made up over 50 per cent of all job ads in both 2014 and 2015. In addition, the specific industries most heavily represented at each skill level were similar across the two years.

## JOB VACANCIES IN 2014 AND 2015: A COMPARISON

# 2015

## Newfoundland and Labrador Job Vacancy Report

- Not only were the overall occupations most frequently posted in 2015 largely the same as those recorded in 2014, the most frequently posted occupations within individual skill levels were also similar across the two years. This suggests that the labour demands associated with these occupations represent a continuing need within the provincial economy and are not merely a one-time labour requirement tied to a specific timeframe.
- When comparing the skill levels for job ads to the skill levels present in the overall Newfoundland and Labrador population (15 years or over), there are a higher percentage of people working in post-secondary required jobs than there were job ads for that skill level. Likewise, there are a lower percentage of people working in non-post-secondary required jobs than there were job ads for that skill level, suggesting a higher degree of turnover in these occupations and an

employer need for “replacement demand” as previous workers leave their jobs for other opportunities. Since this trend was observed in both the job vacancy data for 2014 and 2015, the implication is that this is a consistent phenomenon in certain industries and businesses (and arguably, from the perspective of stakeholder groups such as employers, a continuing labour market challenge).

Thus, even with the differences in methodology across the two years (particularly the availability of data from JOBSinNL.ca and the data limitations brought on by the resetting of its job vacancies in July 2015), many of the same patterns related to job ads remain. This would suggest that these trends are particularly prominent within Newfoundland and Labrador’s current labour market and are highly reflected in even the subset of vacancy data to which the department’s job vacancy monitoring process has access.



# SUMMARY

*Job Vacancy Report 2015* provides a picture of the Newfoundland and Labrador labour market for 2015 by reviewing one aspect of overall labour demand - the number of job vacancies. This review was accomplished by analyzing the job posting data collected from the Department of Advanced Education, Skills and Labour's job vacancy monitor for the 2015 calendar year. While the number of ads (and their corresponding region, industry, skill level and occupation classifications) can usually be classified, it is not as easy to know the rationale for any given posting in any given time period. Sometimes, the posting may be for a new business or may be due to further business growth which necessitates a larger number of staff. Other times, the reason might be attributable to replacement demand, such as is the case for employee retirements or turnover.

As noted previously, the most commonly posted jobs in 2015 tended to be for occupations that are typically subject to a higher degree of employee turnover (e.g., retail salespersons, food/kitchen helpers, and cashiers). In addition, postings may be due to changes in demographics that require greater resources (such as the increased need for home support workers and other supports associated with an aging population). 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).

While it is not always possible to know the exact reason for various job postings, *Job Vacancy Report 2015*, in conjunction with the *Job Vacancy Report 2014*, does provide some insight into the prevailing conditions of the provincial labour market. In particular:

- The largest number of job ads tend to occur in regions and communities that are urban and/or have a larger labour force population base. This is likely due to the fact that a wider range of industries and businesses are possible in such environments, and a greater number of workers available to provide the services required to keep these industries and businesses running successfully.
- Job ads typically occur across a wide range of skill levels, occupations and industries. While industries such as Retail Trade account for the largest number of overall job ads, there are also vacancies for a number of other sectors as well (including Other Services (Except Public Administration)<sup>11</sup>; Health Care and Social Assistance; and Accommodation and Food Services).
- Post-secondary required jobs make up over 50 per cent of all jobs ads, suggesting that relevant education and training is a necessity for many of these jobs. At the same time, slightly less than half of job ads require no post-secondary. This suggests that the Newfoundland and Labrador economy continues to be a diverse one, with employment opportunities remaining available for people at all skill levels.

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<sup>11</sup>Please see footnote #1 on page four of this report.



## SUMMARY

- The most frequently posted occupations within job ads were for Retail Salesperson and Sales Clerks; Home Support Workers and Related Occupations; Cooks, Cashiers; Food Counter Attendants, Kitchen Helpers and Related Occupations; Retail Trade Managers; and Customer Service, Information and Related Clerks.
- The most frequently posted occupations also vary by region, with most either showing Retail Salesperson and Sales Clerks as the most common position advertised, or Home Support Workers and Related Occupations. Even here, however, there remain exceptions (e.g., occupations in health care, such as doctors, nurses, and specialists being the most frequently posted jobs in St. Anthony - Port au Choix).
- Although not necessarily in the same exact order from year to year, the top job ads for region, industry, skill level and occupation remain similar from 2014 and 2015. This suggests that existing vacancies may be reflective of continuing labour demands and that many of these are not simply a one-time requirement for workers.

When reviewing this report, it is important to remember that the data presented here provides only a snapshot of the labour demands within the province for 2015. As noted previously, there are other sources of job vacancy data which are no doubt reflective of existing labour demands but are not always publicly available (such as employers with their own job posting infrastructure).

To reduce this inherent limitation, the Department of Advanced Education, Skills and Labour continues to explore new ways of improving its job vacancy data collection process, in the interest of creating the most complete job vacancy profile possible. As an example, the department is currently exploring additional opportunities for analysis through Employment and Social Development Canada's Job Bank website, which may not only help improve existing indicators but may offer insights into additional indicators of interest (such as wages and hours posted in job ads, and specific skills sets most desired by employers).

Above all, the Department of Advanced Education, Skills and Labour is committed to providing Newfoundlanders and Labradorians with the best data available to help people make informed career choices. To this end, the department will continue to build upon its existing labour market information tools, such as that captured in *Job Vacancy Report 2015*.



# 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. Judes, The Beaches and Wiltondale); 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).

## APPENDIX: JOB VACANCY REGION DESCRIPTIONS

Region	Description
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); 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).

## APPENDIX: JOB VACANCY REGION DESCRIPTIONS

Region	Description
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 (Burgoynes 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).

## APPENDIX: JOB VACANCY REGION DESCRIPTIONS

Region	Description
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?

## Looking for some labour market help?

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

Click on [www.aesl.gov.nl.ca](http://www.aesl.gov.nl.ca)

Or visit an Employment Centre near you.

### Avalon Region

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

### Central Region

Clarenville	45 Tilley's Road
Gander	Fraser Mall
Grand Falls-Windsor	42 Hardy Avenue
Springdale	142 Little Bay Road
Lewisporte	224 Main Street
Marystown	The Farrell Building, 3 Mall Street
St. Alban's	Buffett Building, 43 Cromier Avenue

### Western Region

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

### Labrador Region

Happy Valley-Goose Bay	The Bursey Building, 163 Hamilton River Road
Wabush	Wabush Plaza, 4 Grenfell Drive



