

NL Quarterly Job Vacancy Report

**1st Quarter 2024
(January – March)**

Important Notes

- This report covers new monthly job postings that were captured by [Lightcast](#) between January and March 2024, reflecting the totals of these unique monthly postings for this period.
- All chart and table data in this report, including overall totals and percentage shares, are based only on postings that were able to be classified for the relevant indicator (e.g., occupation, industry, location, etc.); thus, totals vary across indicators. As an example, of the 7,773 postings recorded in Q1 for Newfoundland and Labrador, 7,618 were able to be classified at one of the five regional levels (meaning, 155 were unable to be classified beyond the provincial level). For this reason, the summed totals for postings in the five regions do not equal those presented for the province overall.
- Job posting data are presented for Newfoundland and Labrador overall, as well as for each of the following regions: Labrador, Western, Central, Eastern, and Avalon. A map showing the approximate areas of geographic coverage for each of these regions is included in the charts for occupation.
- **Occupational data** has been classified (where possible) using the most current standard, National Occupational Classification 2021 ([NOC](#)) system.
- **Industry data** is classified (where possible) using the 2017 North American Industry Classification System ([NAICS](#)).
- **TEER levels** refer to the type and/or amount of training, education, experience and responsibility associated with an occupation and is determined based on the second digit of each job posting's 5-digit NOC code. In earlier reports, this indicator was referred to as education and experience levels and was based on a smaller (as well as simpler) set of categories. TEER levels will be used for all reports moving forward, however. Details on the new TEER categorization can be found [here](#).
- **Sought Skills/Qualifications** cover a wide range of skills mentioned as requirements in individual job postings. Note that more than one skill or qualification can be advertised as a requirement for any individual job posting.

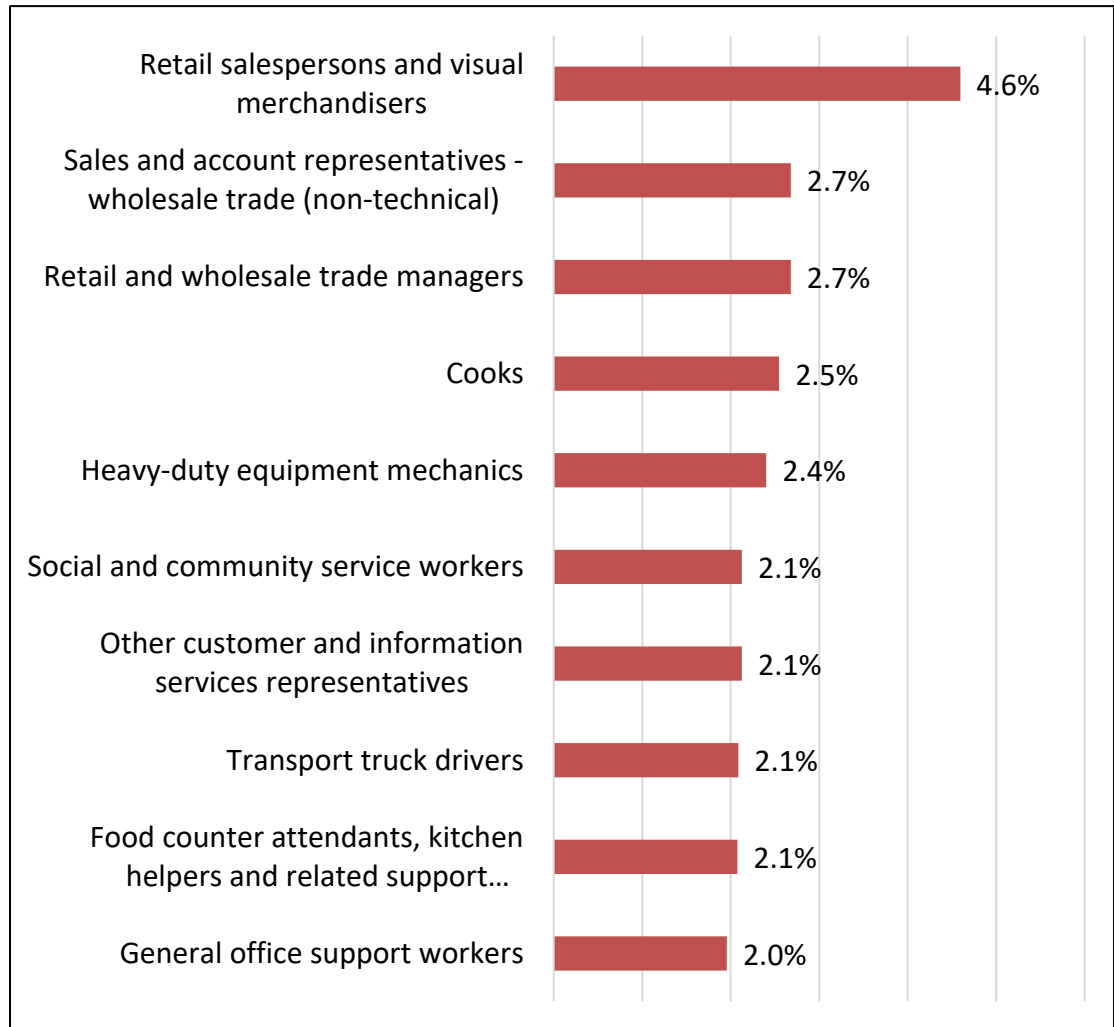
Occupational Comparisons

Top 10 Occupations Sought in 1st Quarter Job Postings (5-Digit NOC), Newfoundland and Labrador



Classified Job Postings for NL (January – March 2024): **7,618**

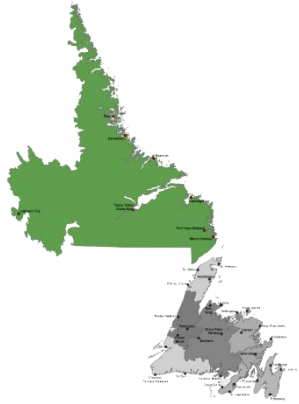
- Occupations most represented in the province’s job postings included those related to sales (retail salespersons, sales and account representatives, retail and wholesale trade managers); and food services (cooks, food counter attendants).
- Other areas represented in the top 10 included trades (mechanics); social services (social and community service workers); information services (other customer and information services representatives); supply chain (truck drivers); and business (office workers).
- Provincially, the occupation with the highest percentage of job postings was Retail Salespersons and Visual Merchandisers (4.6 per cent), followed by Sales and Account Representatives – Wholesale Trade (Non-Technical) as well as Retail and Wholesale Trade Managers (2.7 per cent each)



Note: Does not include percentage share associated with unclassified occupations.

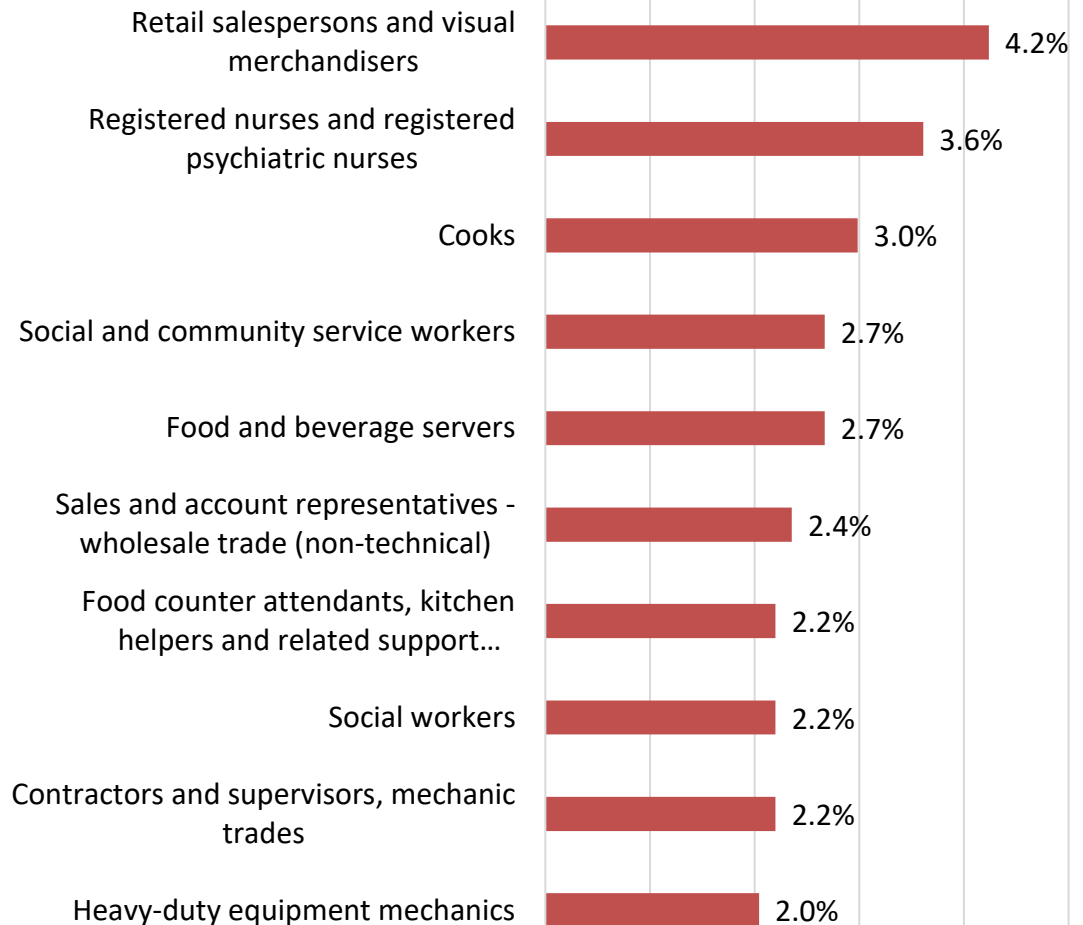
Source: Lightcast Data (January – March 2024)

Top 10 Occupations Sought in 1st Quarter Job Postings (5-Digit NOC), **Labrador Region**



Classified Job Postings for Labrador (January – March 2024):
637

- Occupations most represented in Labrador's job postings included those related to retail (salespersons, sales and account representatives); social services (social workers, social and community service workers); trades (contractors and supervisors in mechanic trades, mechanics); and food service (cooks, food and beverage servers, food counter attendants).
- Other areas represented in the top 10 included health (registered nurses);
- For the Labrador region, the occupations with the highest percentage of job postings were Retail Salespersons and Visual Merchandisers (4.2 per cent) and Registered Nurses and Registered Psychiatric Nurses (3.6 per cent).



Note: Does not include percentage share associated with unclassified occupations.

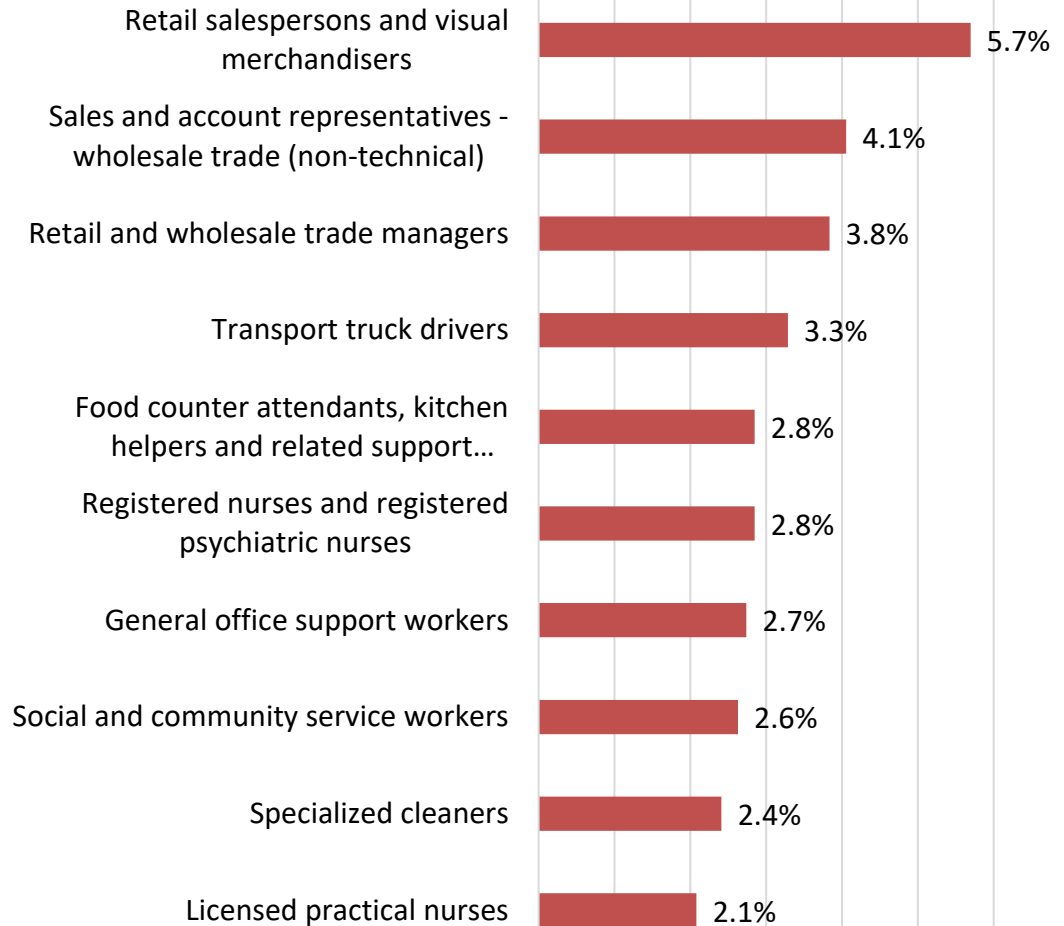
Source: Lightcast Data (January – March 2024)

Top 10 Occupations Sought in 1st Quarter Job Postings (5-Digit NOC), **Western Region**



Classified Job Postings for Western (January – March 2024): **913**

- Occupations most represented in Western’s job postings included those related to sales (retail salespersons sales and account representatives, retail and wholesale trade managers); and health (registered nurses, licensed practical nurses)
- Other areas represented in the top 10 included supply chain (truck drivers); food services (food counter attendants); business (general office support workers), social services (social and community service workers); and cleaning services (specialized cleaners).
- For the Western region, the occupations with the highest percentage of job postings were Retail Salespersons and Visual Merchandisers (5.7 per cent) and Sales and Account Representatives – Wholesale Trade (Non-Technical) (4.1 per cent).



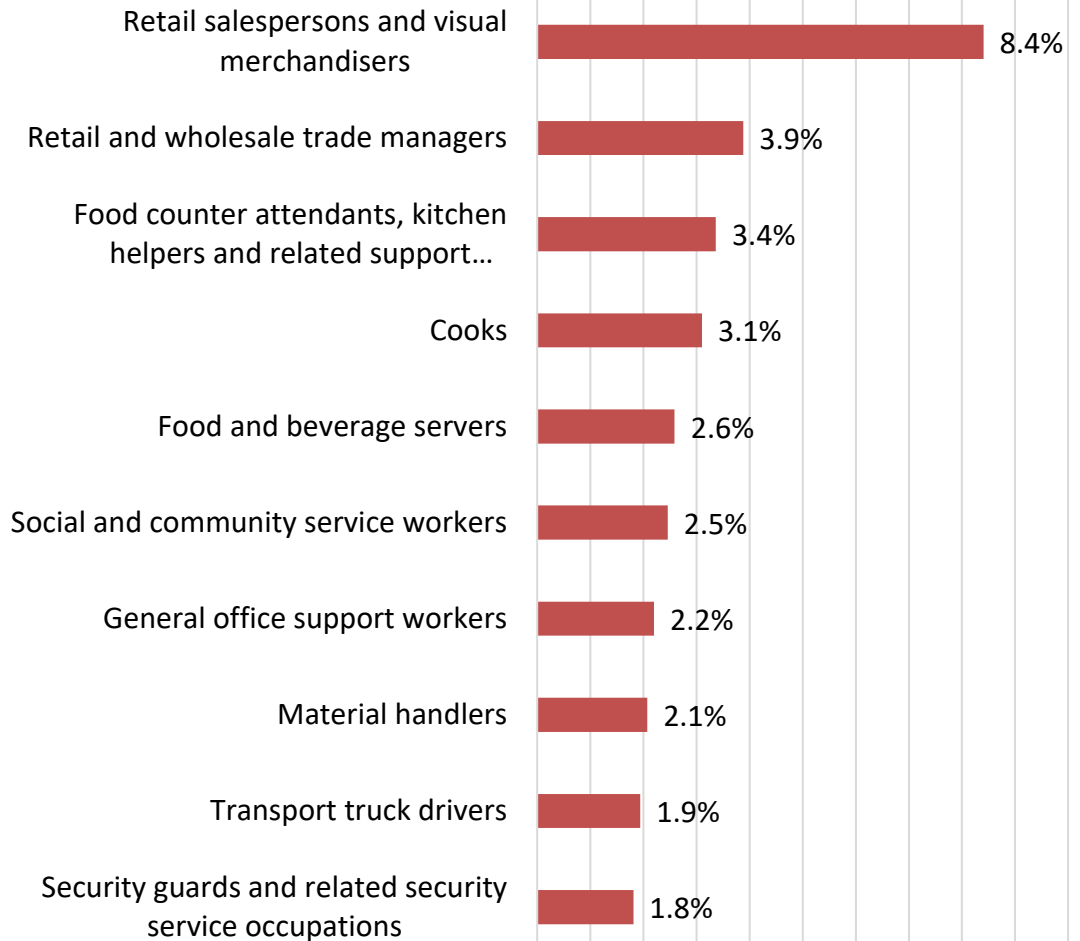
Note: Does not include percentage share associated with unclassified occupations.

Top 10 Occupations Sought in 1st Quarter Job Postings (5-Digit NOC), **Central Region**



Classified Job Postings for Central (January – March 2024):
773

- Occupations most represented in the Central region’s job postings included those related to sales (retail salespersons, retail and wholesale trade managers); food services (food counter attendants, cooks, food and beverage servers); and supply chain (material handlers, truck drivers).
- Other areas represented in the top 10 were related to social services (social and community service workers); security service (security guards); and business (office support workers).
- For the Central region, the occupation with the highest percentage of job postings was Retail Salespersons and Visual Merchandisers (8.4 per cent), followed by Retail and Wholesale Trade Managers (3.9 per cent).



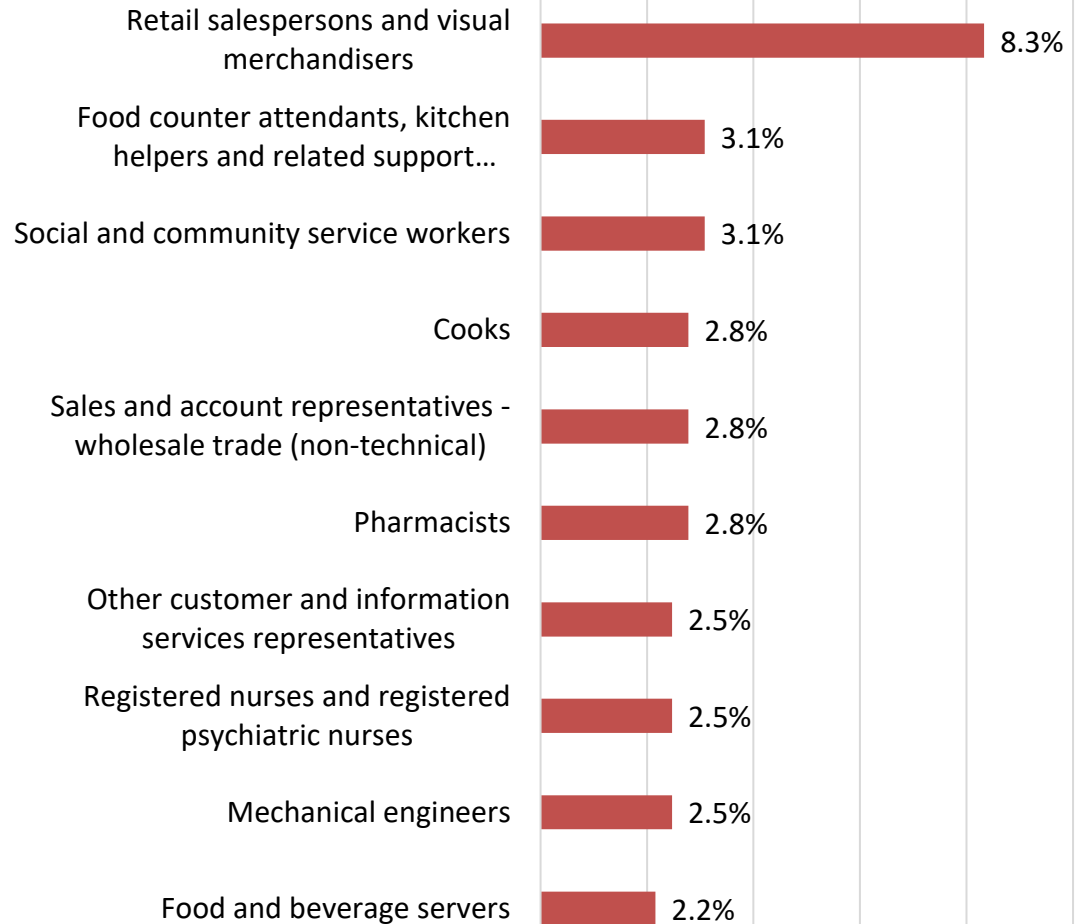
Note: Does not include percentage share associated with unclassified occupations.

Top 10 Occupations Sought in 1st Quarter Job Postings (5-Digit NOC), Eastern Region



Classified Job Postings for Eastern (January – March 2024): **324**

- Occupations most represented in the Eastern region’s job postings included those related to sales (retail salespersons, sales and account representatives); food services (cooks, food counter attendants, food and beverage servers); and health (registered nurses, pharmacists).
- Other areas represented in the top 10 included those related to professional services (mechanical engineers); and information services (other customer and information services representatives).
- For the Eastern region, the occupation with the highest percentage of job postings was Retail Salespersons and Visual Merchandisers (8.3 per cent) followed by Food Counter Attendants, Kitchen Helpers and Related Support Workers as well as Social and Community Service Workers (3.1 per cent each).



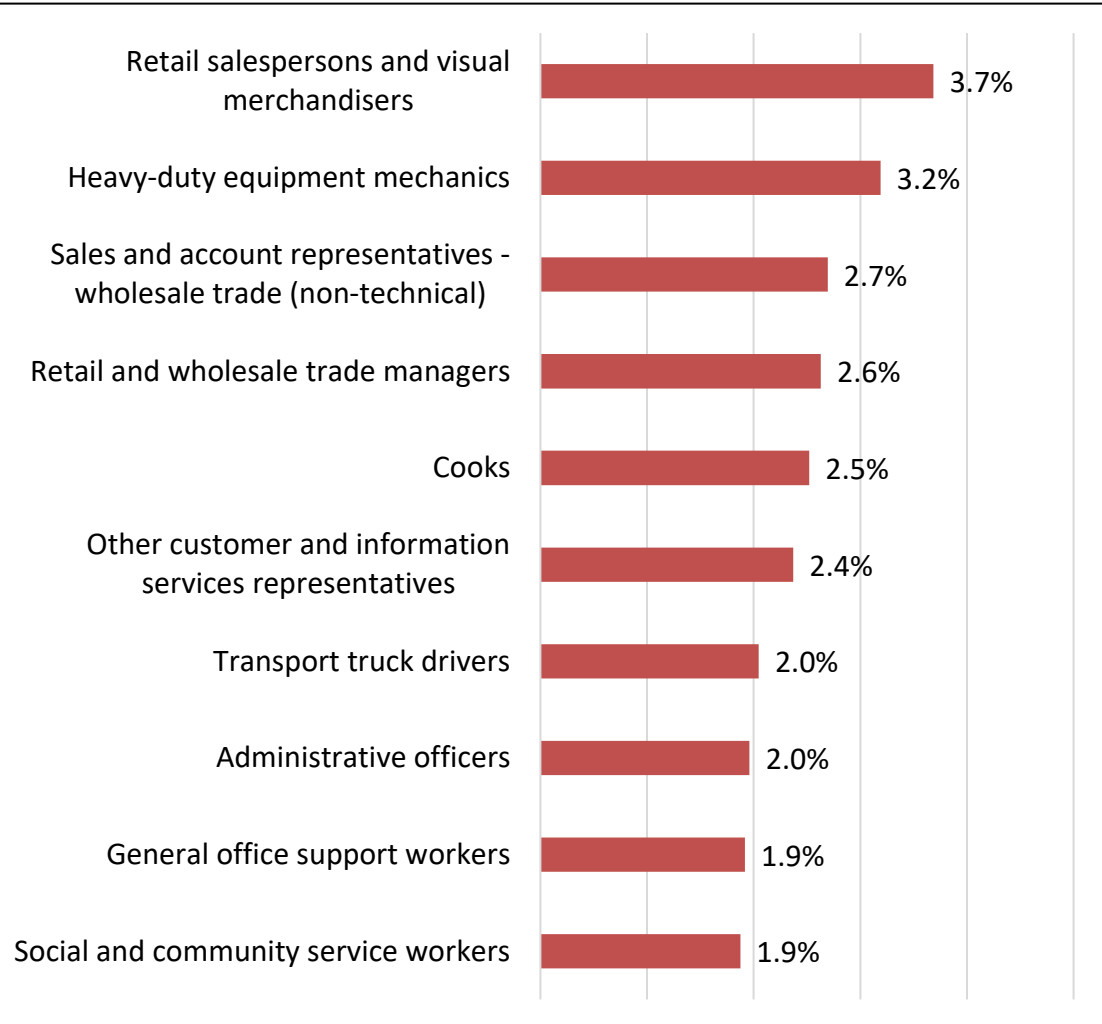
Note: Does not include percentage share associated with unclassified occupations.

Top 10 Occupations Sought in 1st Quarter Job Postings (5-Digit NOC), Avalon Region



Classified Job Postings for Avalon (January – March 2024):
4,640

- Occupations most represented in the Avalon region’s job postings included those related to sales (retail salespersons, sales and account representatives, retail and wholesale trade managers); and business (office support workers; administrative assistants).
- Other areas in the top 10 were related to information services (other customer and information services representatives); trades (mechanics); food services (cooks); supply chain (truck drivers); and social services (social and community service workers).
- For the Avalon region, the occupation with the highest percentage of job postings was Retail Salespersons and Visual Merchandisers (3.7 per cent), followed by Heavy-Duty Equipment Mechanics (3.2 per cent).



Note: Does not include percentage share associated with unclassified occupations.

Source: Lightcast Data (January – March 2024)

Occupation Highlights

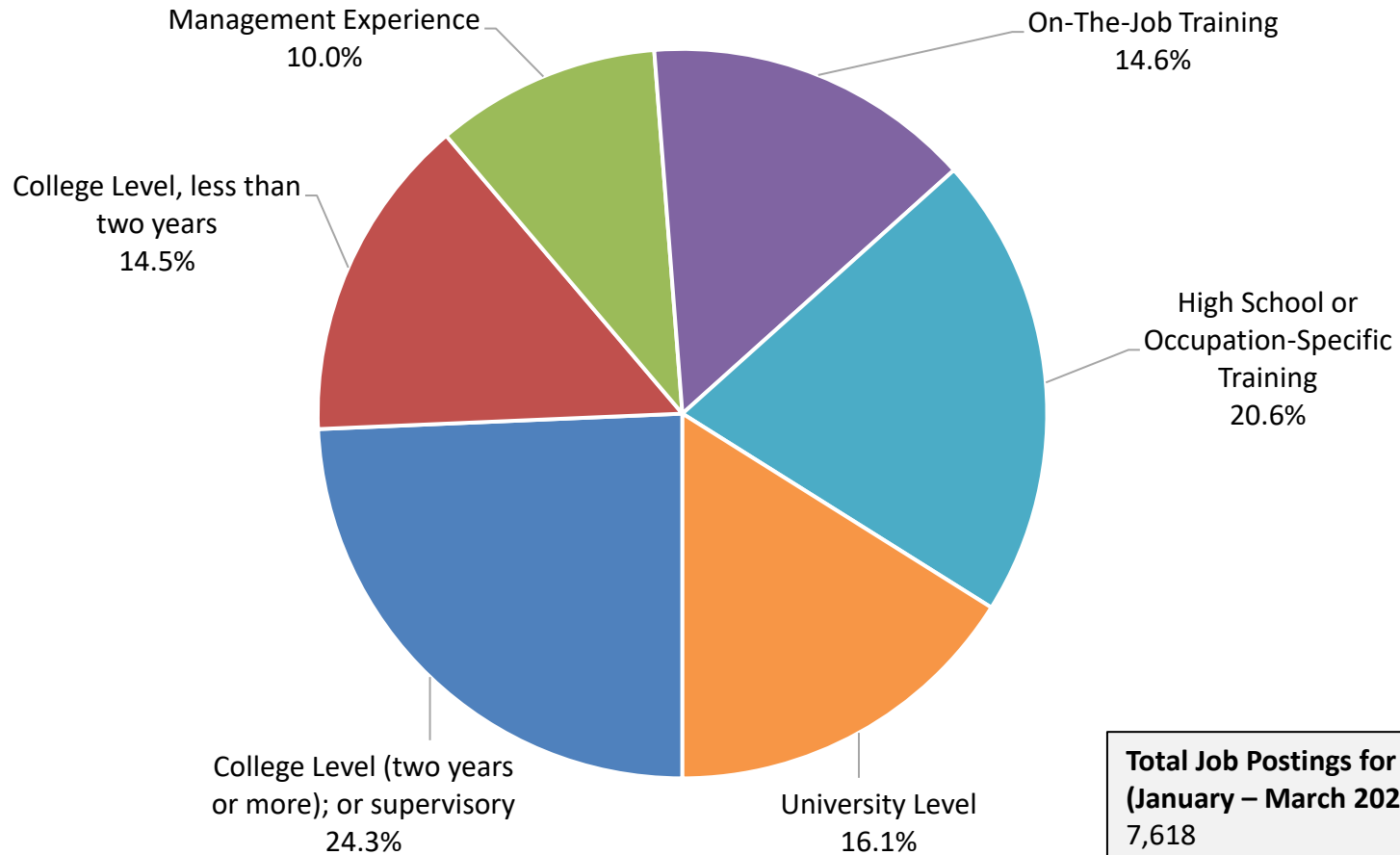
- The total number of job postings in the province that were able to be classified by occupation in the first quarter of 2024 was 7,618. As observed in previous reports, the Avalon region had the highest number of such postings (4,640) while the Eastern region had the lowest (324).
- The occupation with the greatest number of job postings in the province was Retail Salespersons and Visual Merchandisers, and this was also true for all regions of the province. The occupation with the second highest number of postings varied considerably from region to region (including sales and account representatives, mechanics, food counter attendants, nurses, and retail and wholesale trade managers). The trend of Retail Salespersons having the highest number of postings in most regions was also observed in the previous quarters of 2023, suggesting continued demand for this type of worker across regions and over time.
- Of interest is the increasing appearance of transport truck drivers across several regions and its presence in the top ten provincially. This key part of the Provincial supply chain is an occupational area increasing in demand, especially when comparing Q1-2024 levels to the whole of 2023.
- The most common occupational areas represented in job postings were sales and food services, although others such as business, health, trades and social services have taken on greater prominence in some regions during the first quarter of 2024. For example, health postings were more common in the Eastern and Western regions of the province while social services appears more frequently in the Labrador region .
- Management positions were only prominent in retail (specifically, in the form of retail and wholesale trade managers). This trend was similar to that seen in some quarters of 2023.
- As seen in previous quarters, a wide range of training and skill levels were represented in first quarter postings. This included those with lower levels of skill requirement (salespersons, material handlers) as well as more specialized skill requirements (retail managers, trade positions, nurses, social service professionals).

TEER Levels

(Training, Education, Experience and Responsibility)

Distribution of TEER Levels Sought in 1st Quarter Job Postings, Newfoundland and Labrador

Percentage of 1st Quarter Postings by TEER Type
(Newfoundland and Labrador)



Note: Does not include percentage share associated with unclassified occupations.

Source: Lightcast Data (January – March 2024)

Distribution of TEER Levels Advertised in 1st Quarter Job Postings, Regional Data

	Labrador	Western	Central	Eastern	Avalon
Management Experience	9.6%	9.0%	8.3%	7.4%	10.8%
University Level	21.7%	15.9%	12.9%	19.8%	15.7%
College Level (two years or more, or supervisory)	22.6%	21.7%	24.5%	23.8%	24.6%
College level (less than two years)	12.9%	13.3%	13.3%	9.6%	15.4%
High School or Occupation-Specific Training	19.2%	23.5%	23.3%	23.5%	19.7%
On-the-Job Training	14.1%	16.6%	17.7%	16.0%	13.8%
Total Postings	637	913	773	324	4,640

Note : “TEER” refers to categories for “Training, Education, Experience and Responsibilities.” Percentages in this chart do not include the percentage share associated with unclassified occupations.

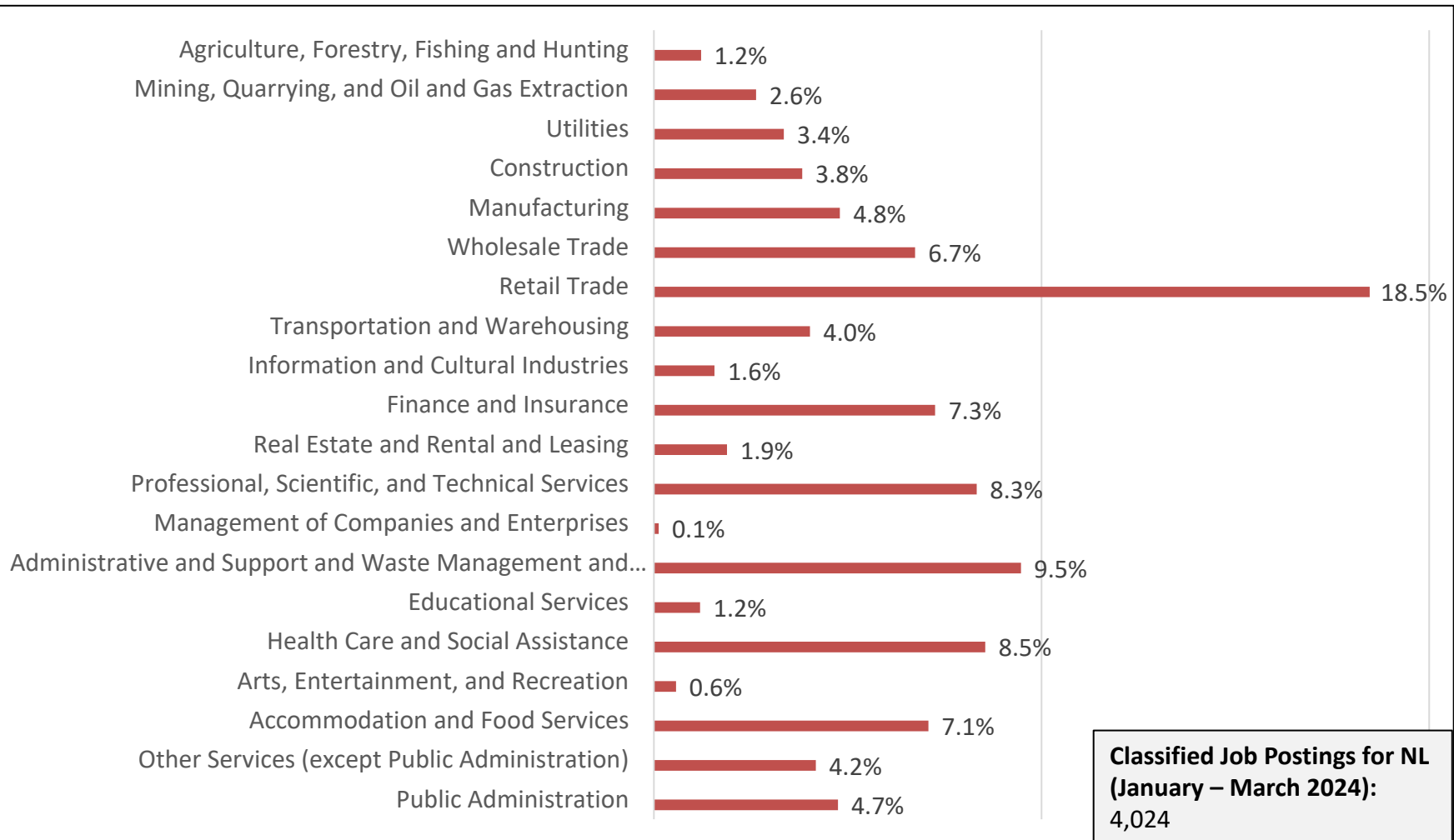
Source: Lightcast Data (January – March 2024)

TEER Highlights

- In terms of TEER levels, college education and high school or occupation-specific training were the most heavily represented in the job postings for the first quarter of 2024 (38.8 and 20.6 per cent, respectively). These trends were similar to those for previous quarters.
- The lowest percentage shares were for job postings requiring management experience (10.0 per cent) and on-the-job training (14.6 per cent). Job postings requiring university level education (16.1 per cent) were higher than for these two categories but lower than those for college education and high school or occupation-specific training. Again, these trends are consistent with those observed in previous quarters.
- All regions of the province had a high percentage of job postings requiring versions of college level education (35 per cent or more for all regions except Eastern which had approximately 33 per cent). This is consistent with the previous quarters of 2023.
- The regions with the highest percentage of job postings requiring either management experience or some form of post-secondary education were Labrador (66.7 per cent) and Avalon (66.5 per cent). Eastern had approximately 61 per cent of postings in this category while the Central region had approximately 59 per cent (and Western 60 per cent). The Labrador and Avalon regions having higher percentages in this regard was a trend also observed in several quarters of 2023.

Industry Profile

Distribution of Industry Sectors for 1st Quarter 2024 Job Postings (2-Digit NAICS), Newfoundland and Labrador



Note: Does not include percentage share associated with unclassified industries.

Source: Lightcast Data (January – March 2024)

Distribution of Industry Sectors Advertised in 1st Quarter 2024 Job Postings, Regional Data (1/2)

	Labrador (n=314) 100%	Western (n=490) 100%	Central (n=368) 100%	Eastern (n=199) 100%	Avalon (n=2,481) 100%
Agriculture, Forestry, Fishing and Hunting	0.3%	1.6%	1.1%	0.5%	1.0%
Mining, Quarrying, and Oil and Gas Extraction	0.0%	0.0%	0.0%	0.0%	4.3%
Utilities	2.9%	0.8%	3.8%	0.0%	2.7%
Construction	1.9%	4.3%	3.5%	3.0%	4.2%
Manufacturing	4.5%	3.1%	7.3%	9.5%	4.3%
Wholesale Trade	2.2%	10.8%	9.0%	0.5%	6.7%
Retail Trade	8.0%	22.0%	22.8%	21.6%	18.9%
Transportation and Warehousing	7.0%	5.7%	2.4%	0.5%	4.0%
Information and Cultural Industries	0.0%	2.0%	0.5%	1.5%	1.7%
Finance and Insurance	15.6%	4.3%	6.3%	16.1%	6.4%

Note: Does not include percentage share associated with unclassified industries.

Source: Lightcast Data (January – March 2024)

Distribution of Industry Sectors Advertised in 1st Quarter 2024 Job Postings, Regional Data (2/2)

/continued	Labrador (n=314) 100%	Western (n=490) 100%	Central (n=368) 100%	Eastern (n=199) 100%	Avalon (n=2,481) 100%
Real Estate and Rental and Leasing	2.9%	1.6%	0.8%	2.5%	1.9%
Professional, Scientific, and Technical Services	5.7%	4.7%	5.4%	11.6%	9.6%
Management of Companies and Enterprises	1.6%	0.0%	0.0%	0.0%	0.0%
Administrative & Support/Waste Management/Remediation Services	8.0%	9.0%	14.1%	9.0%	9.3%
Educational Services	5.1%	1.0%	0.3%	0.0%	1.0%
Health Care and Social Assistance	22.6%	4.7%	5.4%	3.0%	8.7%
Arts, Entertainment, and Recreation	0.0%	0.6%	0.0%	0.0%	0.8%
Accommodation and Food Services	3.8%	8.8%	10.6%	3.0%	7.1%
Other Services (except Public Administration)	4.8%	1.8%	5.7%	2.5%	4.6%
Public Administration	3.2%	13.1%	0.8%	15.1%	2.8%

Note: Does not include percentage share associated with unclassified industries.

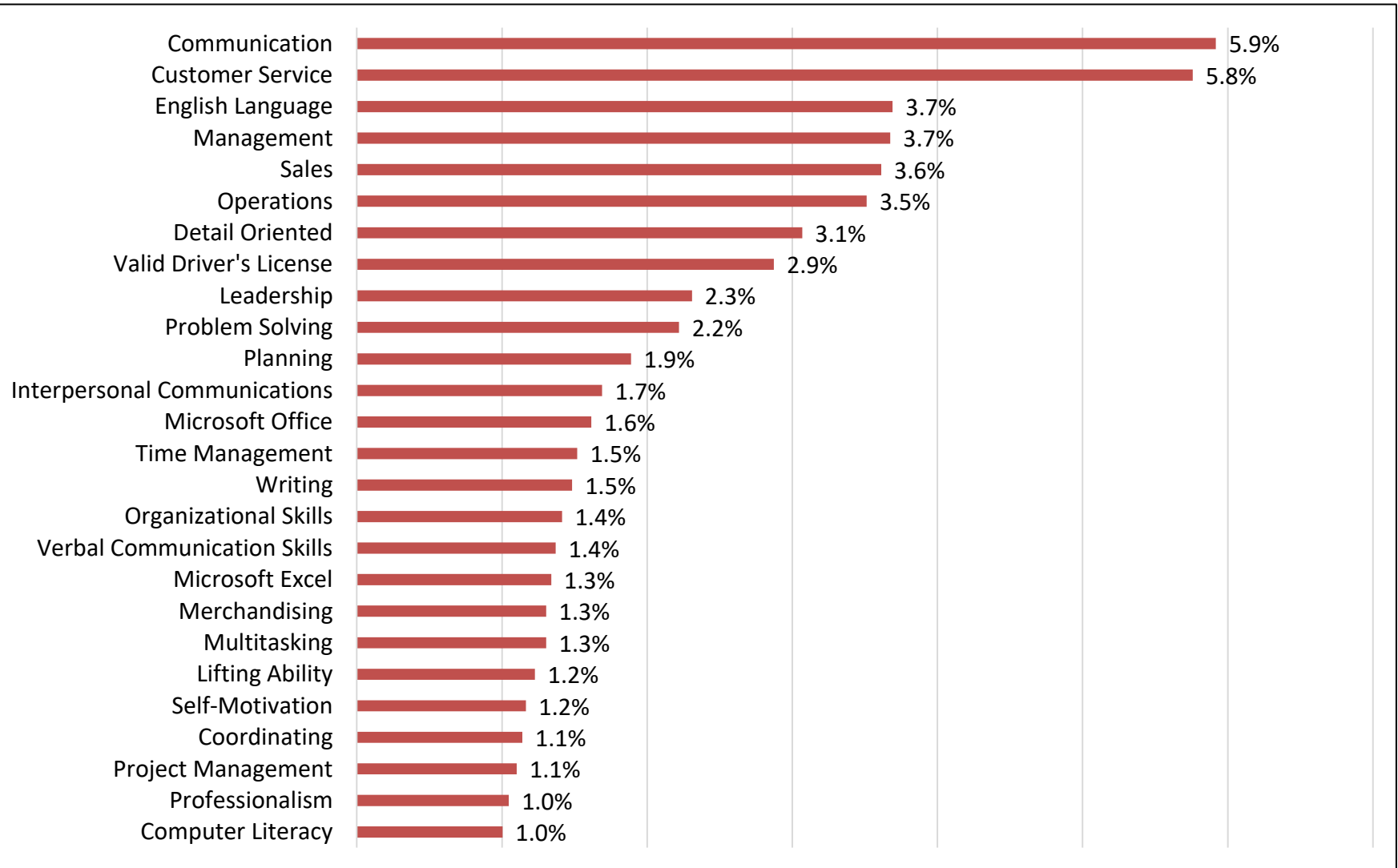
Source: Lightcast Data (January – March 2024)

Industry Highlights

- The total number of provincial job postings that were able to be classified by industry during the first quarter of 2024 was 4,024. Within Newfoundland and Labrador, the Avalon region had the highest number of such postings (2,481) while the Eastern region had the lowest (199). This trend is the same as that in previous quarters over recent years.
- The industries with the highest percentage share of job postings during this period were Retail Trade (18.5 per cent); Administrative and Support and Waste Management and Remediation (9.5 per cent); Health Care and Social Assistance (8.5 per cent); and Professional, Scientific and Technical Services (8.3 per cent). These top industries are similar to those in previous quarters of 2023.
- The Western, Central and Eastern regions had the highest share of postings in Retail Trade (over 20 per cent in all cases) while the Avalon and Labrador regions had less (18.9 and 8 per cent, respectively). As in the later quarters of 2023, all regions except Labrador had close to or greater than 20 per cent or more of their vacancies in this sector, suggesting continued greater demand for it during this period.
- The Labrador region had a far higher percentage of job postings in Health Care and Social Assistance than did the remaining regions (approximately 23 per cent in the latest quarter while all others were approximately 9 per cent or less). This was a trend for Labrador that was also seen across all quarters of 2023
- Lastly, the percentage of postings in Professional, Scientific and Technical Services varied across regions, from a low of 4.7 per cent (in Western) and a high of 11.6 per cent (in Eastern). On the other hand, all regions had approximately 8 to 9 per cent of their vacancies in Administrative and Support and Waste Management and Remediation (except for Central which had about 14 per cent of its vacancies in this sector).

Employer Sought Skills/Qualifications

Most Popular Skills/Qualifications Sought in 1st Quarter Job Postings, Newfoundland and Labrador



Note: Does not include percentage share associated with unclassified cases.

Source: Lightcast Data (January – March 2024), represents those with one per cent or greater mention (258 and greater mentions during this quarter)

Skills/Qualifications Highlights

- The top skills and qualifications sought in Newfoundland and Labrador job postings during the first quarter of 2024 were: Communication; Customer Service; English Language; Management; and Sales. As in previous quarters, Communication ability showed up several times in the top skills sought (including English Language, interpersonal communications and verbal communication), suggesting its overall importance to a variety of jobs and workplace environments.
- Both technical skills and transferable skills were well represented on the list of top skills and qualifications provincially. For instance, technical skills on the list included: valid driver's license, software skills (Microsoft Office, Excel, etc.) and English Language. For more transferable skills, notable entries included: time management skills, planning, problem solving, self-motivation, and professionalism.
- Many of the top skills sought in the regions were similar to those at the provincial level (including heavy focus on different forms of communication skills):
 - The top skills and qualifications sought in the **Labrador region** were: Operations; English Language; Communication; Customer Service; and Management.
 - In the **Western region** were: Customer Service; English Language; Communication; Sales; and Detail Oriented.
 - In the **Central region** were: Customer Service; Communication; Valid Driver's License; English Language; and Detail Oriented.
 - In the **Eastern region** were: Communication; Customer Service; Sales; Operations; and English Language.
 - In the **Avalon region** were: Communication; Customer Service; Management; Sales; and Operations.