

NL Quarterly Job Vacancy Report

**3rd Quarter 2023
(July – September)**

Important Notes

- This report covers new monthly job postings that were captured by [Lightcast](#) between July and September 2023, 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 7,990 postings recorded in Q3 for Newfoundland and Labrador, 7,828 were able to be classified at one of the five regional levels (meaning, 162 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 recently released, and current standard, 2021 National Occupational Classification ([NOC](#)) system. The quarterly report for Q1 of this year, however, was based on the previous iteration NOC-2016. This change in NOC makes detailed comparisons to this quarter unattainable. For this reason, comparisons of third quarter postings for 2023 are mostly made against those for the second quarter of this year. Any comparisons to the first quarter are kept at a general level only.
- **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 previous reports, this indicator was referred to as education and experience levels and was based on a smaller (as well as simpler) set of categories. 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.

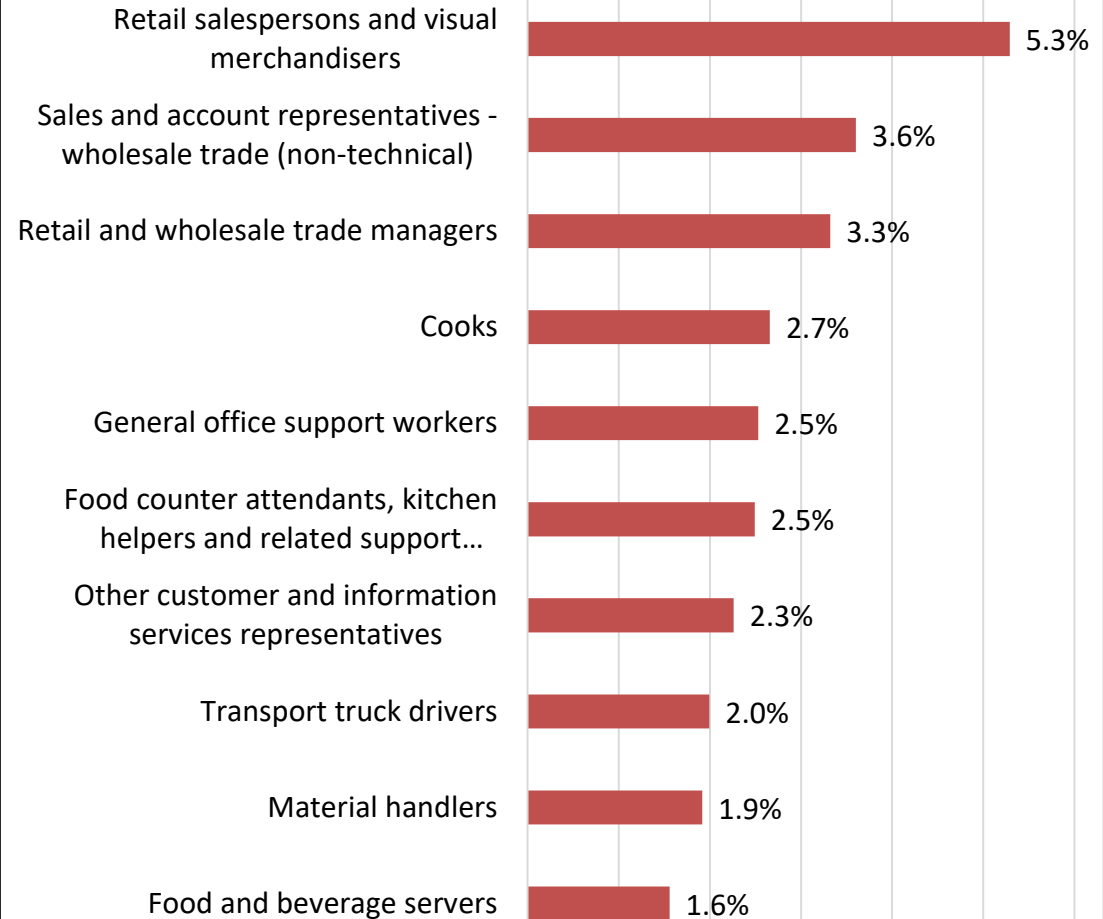
Occupational Comparisons

Top 10 Occupations Sought in 3rd Quarter Job Postings (4-Digit NOC), Newfoundland and Labrador



Classified Job Postings for NL (July – September 2023): 7,828

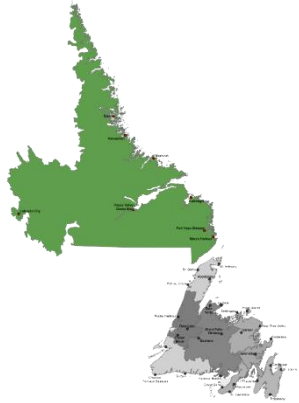
- Occupations most represented in the province's job postings included those related to sales (retail salespersons, sales and account representatives, retail and wholesale trade managers); and food services (cooks, food and beverage servers, food counter attendants).
- Other areas represented in the top 10 included business (general office support workers); supply chain (material handlers, transport truck drivers); and information services (other customer and information services representatives).
- Provincially, the occupation with the highest percentage of job postings was Retail Salespersons and Visual Merchandisers (5.3 per cent), followed by Sales and Account Representatives – Wholesale Trade (3.6 per cent).



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

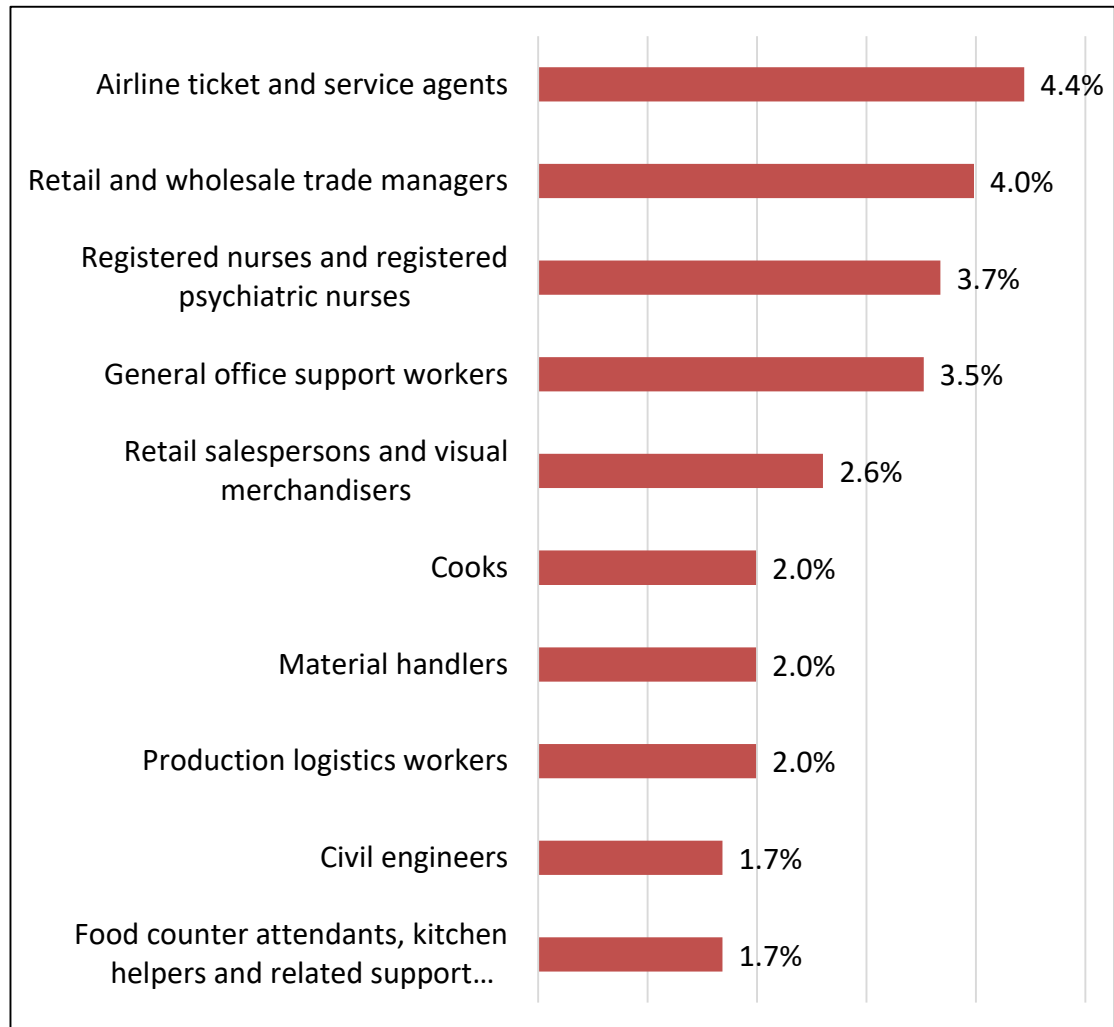
Source: Lightcast Data (July – September 2023)

Top 10 Occupations Sought in 3rd Quarter Job Postings (4-Digit NOC), Labrador Region



Classified Job Postings for Labrador (July – September 2023): 653

- Occupations most represented in Labrador’s job postings included those related to sales (retail salespersons, retail and wholesale trade managers, airline ticket and service agents); food service (cooks, food counter attendants), and business (general office support workers, production logistics workers).
- Other areas represented in the top 10 included technical sciences (civil engineers); health (registered nurses); and supply chain (material handlers).
- For the Labrador region, the occupation with the highest percentage of job postings was Airline Ticket and Service Agents (4.4 per cent); followed by Retail and Wholesale Trade Managers (4.0 per cent).



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

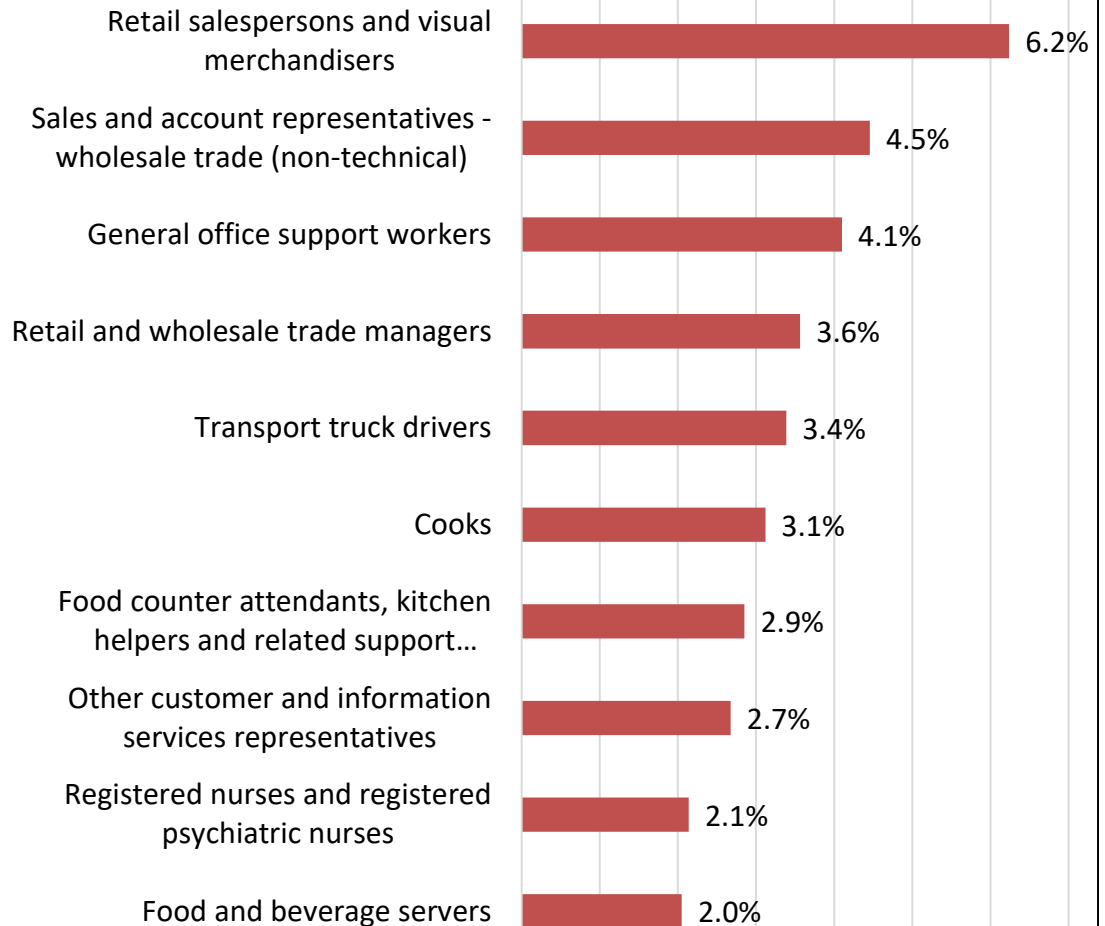
Source: Lightcast Data (July – September 2023)

Top 10 Occupations Sought in 3rd Quarter Job Postings (4-Digit NOC), Western Region



Classified Job Postings for Western (July – September 2023): 1,122

- 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 food services (cooks, food counter attendants, food and beverage servers).
- Other areas represented in the top 10 included health (registered nurses); business (general office support workers); supply chain (transport truck drivers) and information services (other customer and information services representatives).
- For the Western region, the occupation with the highest percentage of job postings was Retail Salespersons and Visual Merchandisers (6.2 per cent) followed by Sales and Account Representatives – Wholesale Trade (4.5 per cent).



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

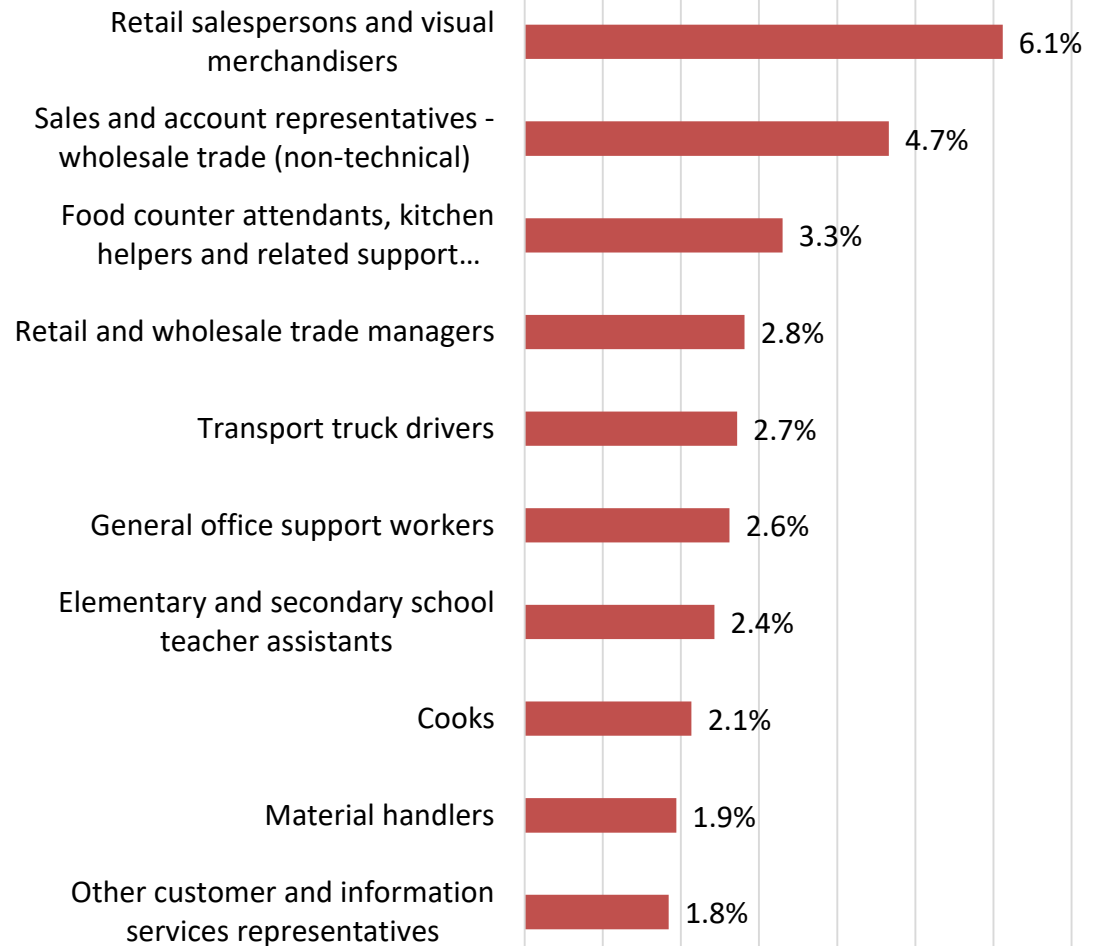
Source: Lightcast Data (July – September 2023)

Top 10 Occupations Sought in 3rd Quarter Job Postings (4-Digit NOC), Central Region



Classified Job Postings for Central (July – September 2023):
1,030

- Occupations most represented in the Central region’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 were related to business (general office support workers); education (teacher assistants); information services (other customer and information services representatives); and supply chain (material handlers, transport truck drivers).
- For the Central region, the occupation with the highest percentage of job postings was Retail Salespersons and Visual Merchandisers (6.1 per cent), followed by Sales and Account Representatives – Wholesale Trade (4.7 per cent).



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

Source: Lightcast Data (July – September 2023)

Top 10 Occupations Sought in 3rd Quarter Job Postings (4-Digit NOC), Eastern Region



Classified Job Postings for Eastern (July – September 2023):
493

- Occupations most represented in the Eastern region’s job postings included those related to sales (retail salespersons, retail and wholesale trade managers, sales and account representatives cashiers); and food services (food and beverage servers, food counter attendants).
- Other areas represented in the top 10 were related to health (nurses); education (teachers); business (human resources professionals) 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 (6.7 per cent), followed by Retail and Wholesale Trade Managers (3.9 per cent).

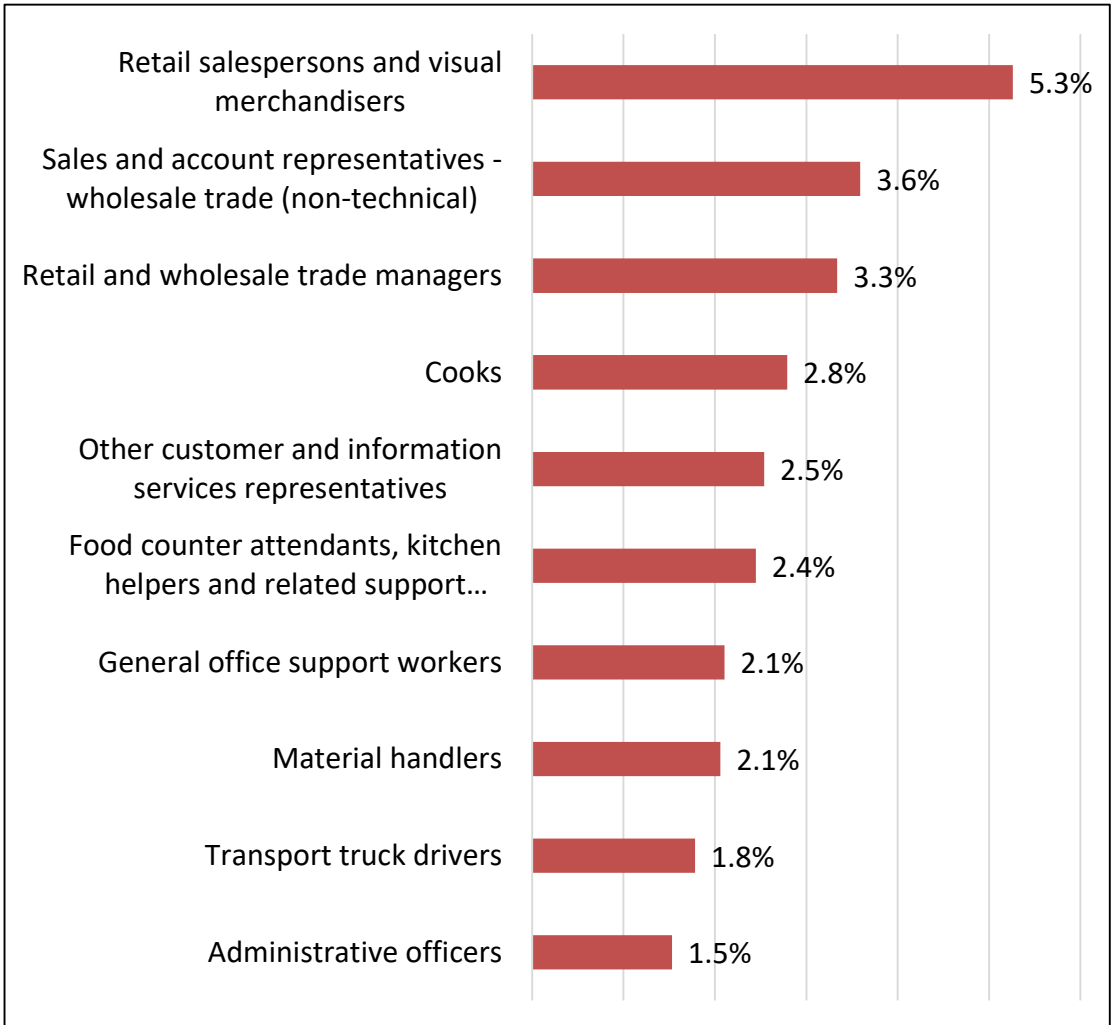


Top 10 Occupations Sought in 3rd Quarter Job Postings (4-Digit NOC), Avalon Region



Classified Job Postings for Avalon (July – September 2023):
4,372

- 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); business (general office support workers, administrative officers); and food services (cooks, food counter attendants).
- Other areas in the top 10 were related to supply chain (material handlers, transport truck drivers); and information services (other customer and information services representatives).
- For the Avalon region, the occupation with the highest percentage of job postings was Retail Salespersons and Visual Merchandisers (5.3 per cent), followed by Sales and Account Representatives – Wholesale Trade (3.6 per cent).



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

Source: Lightcast Data (July – September 2023)

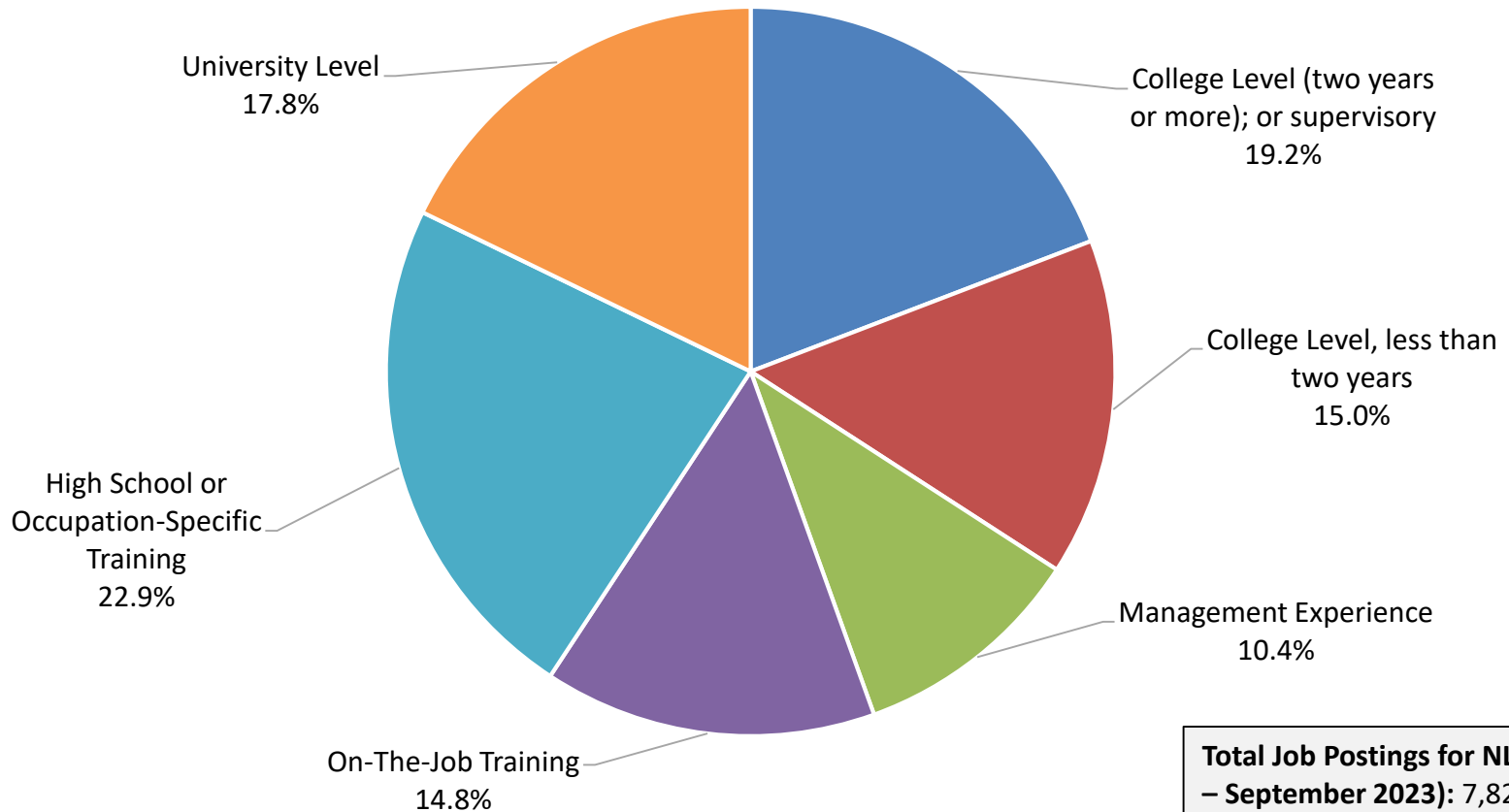
Occupation Highlights

- The total number of job postings in the province that were able to be classified by occupation was 7,828 (compared to 7,505 for the first quarter of 2023 and 9,137 for the second). The Avalon region had the highest number of such postings (4,372) while the Eastern region had the lowest (493). Similar to 2022, most regions had more postings in the third quarter than in the first but less than that for the second quarter.
- The occupation with the greatest number of job postings in the province was Retail Salespersons Visual Merchandisers, and this was also true for all regions except for Labrador (similar to the case in 2022). The occupation with the second highest number of postings was most frequently Sales and Account Representatives - Wholesale Trade (Non-Technical), although Retail and Trade Managers was second highest in the Labrador and Eastern regions. This was different from the second quarter where the occupation with the second highest number of postings varied widely from region to region.
- The most common occupational areas represented in job postings were sales and food services. Other occupational areas such as business were prevalent in certain regions of the province (such as in the Labrador and Avalon regions). Other areas of note in specific regions included supply chain, education, and technical services.
- Management positions were only prominent in the area of retail (e.g., retail and wholesale trade managers). This trend was similar to that for the second quarter of 2023.
- Similar to the first two quarters of 2023, a wide range of training and skill levels were represented in third quarter 2023 postings. This included those with lower levels of skill requirement (salespersons, material handlers) as well as more specialized skill requirements (nurses, engineers, teachers).

Education and Experience Levels

Distribution of Education and Experience Levels Sought in 3rd Quarter Job Postings, Newfoundland and Labrador

Percentage of 3rd Quarter Postings by TEER Type
(Newfoundland and Labrador)



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 (July – September 2023)

Distribution of TEER Levels Advertised in 3rd Quarter Job Postings, Regional Data

	Labrador	Western	Central	Eastern	Avalon
Management Experience	12.3%	9.1%	8.7%	9.1%	11.2%
University Level	19.9%	15.7%	17.4%	26.2%	17.0%
College Level (two years or more, or supervisory)	20.7%	19.2%	19.8%	17.8%	19.0%
College level (less than two years)	13.8%	14.5%	15.6%	11.6%	15.3%
High School or Occupation-Specific Training	21.0%	26.8%	22.6%	21.5%	22.4%
On-the-Job Training	12.4%	14.7%	15.8%	13.8%	15.1%
Total Postings	653	1,122	1,030	493	4,372

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.

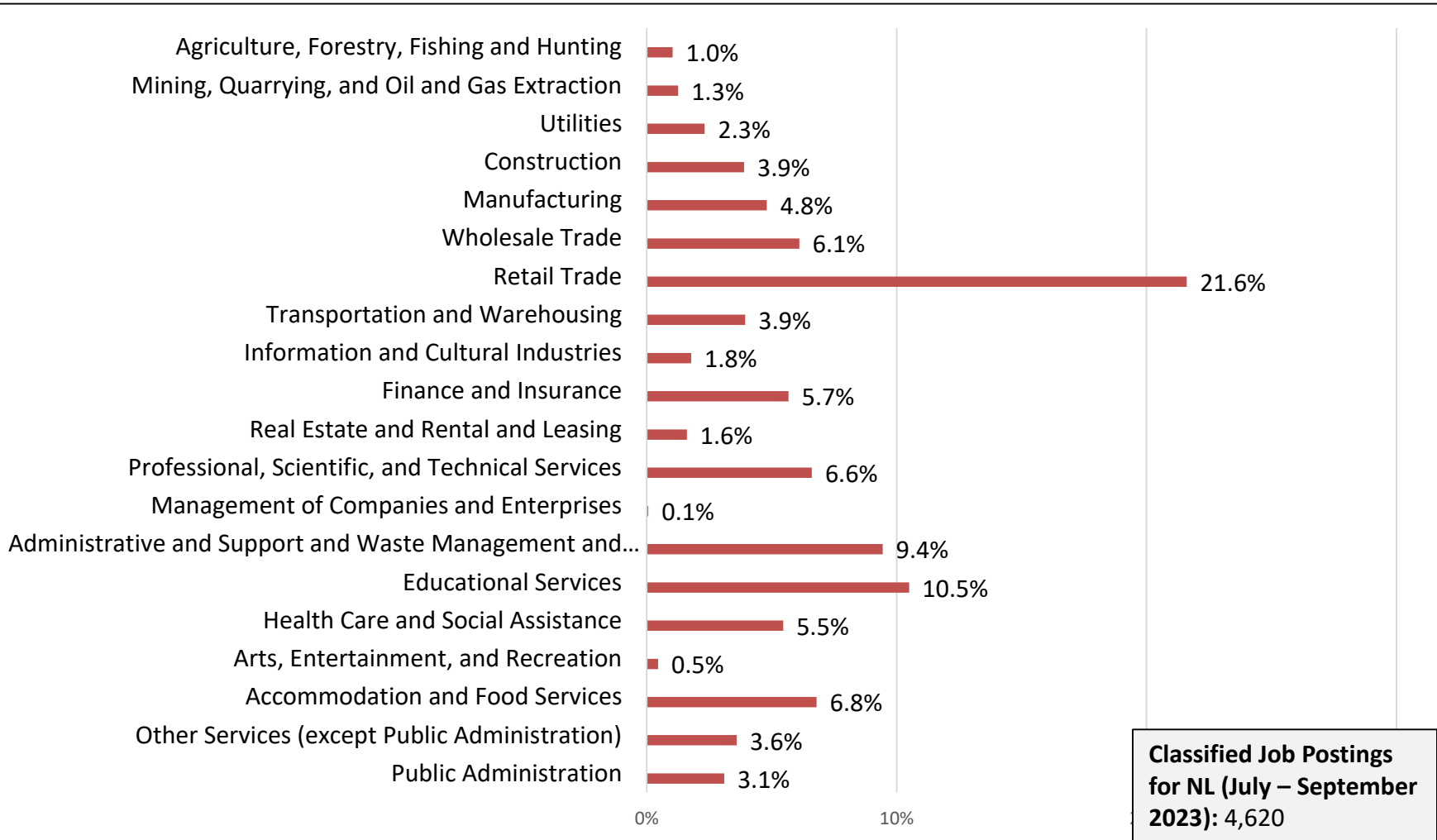
Source: Lightcast Data (July – September 2023)

TEER Highlights

- In terms of TEER levels, college education (two years or more, or supervisory) and high school or occupation-specific training were the most heavily represented in the job postings for the third quarter of 2023 (19.2 per cent and 22.9 per cent, respectively). College level (less than two years) added an additional 15.0 per cent.
- The lowest percentage share was for job postings requiring Management Experience (10.4 per cent). On-the-job training was higher than this, at 14.8 per cent, but lower than the percentage for university level (17.8 per cent). All three of these were lower than the total percentage for college, however (34.2 per cent).
- All regions of the province had a high percentage of job postings requiring college level education (approximately 29 per cent or more in each case), with the Central region having the highest percentage (35.4 per cent) and Eastern the lowest (29.4 per cent). The Labrador, Western and Avalon regions also had close to 34 per cent or more of their postings in these two TEER categories.
- The regions with the highest percentage of job postings requiring either management experience or some form of post-secondary education were Labrador (66.6 per cent) and Eastern (64.7 per cent), with Avalon and Central following up behind (62.5 per cent and 61.6 per cent, respectively). The Western region had the lowest such percentage, at 58.5 per cent.

Industry Profile

Distribution of Industry Sectors for 3rd Quarter 2023 Job Postings (2-Digit NAICS), Newfoundland and Labrador



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

Source: Lightcast Data (July – September 2023)

Distribution of Industry Sectors Advertised in 3rd Quarter 2023 Job Postings, Regional Data (1/2)

	Labrador (n=366)	Western (n=644)	Central (n=589)	Eastern (n=311)	Avalon (n=2,600)
Agriculture, Forestry, Fishing and Hunting	0.5%	1.7%	0.3%	1.3%	0.8%
Mining, Quarrying, and Oil and Gas Extraction	0.0%	0.2%	0.2%	0.6%	2.0%
Utilities	1.9%	1.1%	3.9%	0.0%	2.0%
Construction	0.0%	4.3%	4.1%	3.5%	4.5%
Manufacturing	6.8%	1.6%	5.9%	6.8%	5.0%
Wholesale Trade	3.0%	9.5%	9.0%	0.6%	6.0%
Retail Trade	10.1%	22.4%	25.1%	28.0%	22.2%
Transportation and Warehousing	10.9%	4.3%	1.9%	1.0%	3.8%
Information and Cultural Industries	0.0%	1.6%	0.8%	1.3%	2.4%
Finance and Insurance	3.6%	13.4%	3.9%	8.4%	4.2%

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

Source: Lightcast Data (July – September 2023)

Distribution of Industry Sectors Advertised in 3rd Quarter 2023 Job Postings, Regional Data (2/2)

	Labrador (n=366)	Western (n=644)	Central (n=589)	Eastern (n=311)	Avalon (n=2,600)
Real Estate and Rental and Leasing	3.0%	1.4%	1.2%	1.0%	1.7%
Professional, Scientific, and Technical Services	10.9%	3.9%	3.2%	4.2%	7.9%
Management of Companies and Enterprises	0.0%	0.0%	0.0%	0.0%	0.1%
Administrative & Support/Waste Management/Remediation Services	7.9%	8.2%	7.3%	6.8%	10.5%
Educational Services	11.7%	9.0%	15.8%	16.1%	7.9%
Health Care and Social Assistance	23.2%	3.6%	7.1%	1.6%	3.5%
Arts, Entertainment, and Recreation	0.3%	0.5%	0.0%	0.0%	0.7%
Accommodation and Food Services	0.8%	9.2%	5.1%	3.9%	7.9%
Other Services (except Public Administration)	3.0%	3.0%	3.6%	1.0%	4.2%
Public Administration	2.2%	1.4%	1.5%	14.1%	2.7%

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

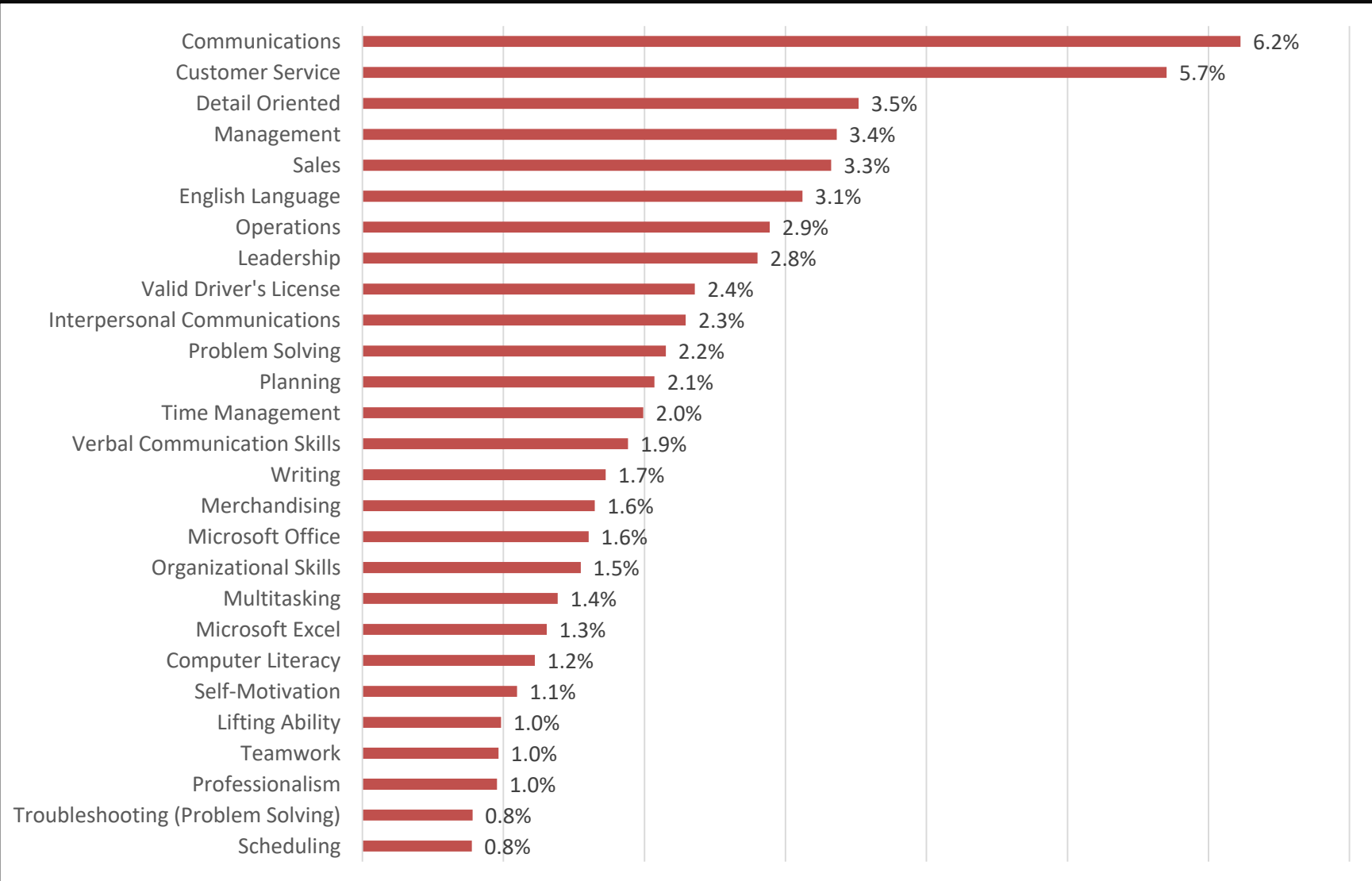
Source: Lightcast Data (July – September 2023)

Industry Highlights

- The total number of provincial job postings that were able to be classified by industry during the third quarter of 2022 was 4,620 (compared to 4,657 in the first quarter and 5,740 in the second). Within Newfoundland and Labrador, the Avalon region had the highest number of such postings (2,600) while the Eastern region had the lowest (311). This trend is the same as that in the first two quarters of 2023.
- The industries with the highest percentage share of job postings during this time period were Retail Trade (21.6 per cent); Educational Services (10.5 per cent); and Administrative and Support and Waste Management and Remediation Services (9.4 per cent). Accommodation and Food Services has the fourth highest number of postings (6.8 per cent) followed by Professional, Scientific and Technical Services (6.6 per cent).
- The Eastern and Central region had the highest share of postings in Retail Trade (30.5 per cent) while the Western and Eastern regions had slightly less (28.0 and 25.1 per cent, respectively). Similar to the second quarter of 2023, all regions except Labrador had approximately 20 per cent or more of their vacancies in this sector, suggesting continued demand for it during these periods.
- Eastern and Central regions also had the highest percentages of job postings in Educational Services than did the remaining regions (approximately 16 per cent in each case, with all others being below 12 per cent). In contrast, the percentage share for Administrative and Support and Waste Management and Remediation Services was closer among regions, with most of them having approximately 7 to 8 per cent of their vacancies in this industry (with the exception of the Avalon region at 10.5 per cent).
- Lastly, all regions had less than 10 per cent of their postings in Accommodation and Food Services, with Labrador having the lowest (less than 1 per cent). In addition, all regions had less than 10 per cent in Professional, Scientific and Technical Services with the exception of Labrador (which had approximately 11 per cent in this sector).

Employer Sought Skills/Qualifications

Most Popular Skills/Qualifications Sought in 3rd Quarter Job Postings, Newfoundland and Labrador



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

Source: Lightcast Data (July – September 2023), Represents those with 300 or greater mentions during this quarter (there was a total of greater than 38,000 mentions during this period)

Skill/Qualification Highlights

- The top skills and qualifications sought in Newfoundland and Labrador job postings during the third quarter of 2023 were: Communications; Customer Service; Detail Oriented; Management; and Sales. Of note, English Language has also been experiencing greater prominence in the top skills for recent quarters.
- 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. Microsoft Excel); and merchandising. For more transferable skills, notable entries included: professionalism, time management skills, problem solving, leadership, multi-tasking and organizational skills. This is similar to the case for previous quarters.
- 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: Communications; Operations; Customer Service; Management; and Valid Driver's License.
 - The top skills and qualifications sought in the **Western region** were: Customer Service; Communications; Sales; Detail Oriented; and Management.
 - The top skills and qualifications sought in the **Central region** were: Customer Service; Communications; English Language; Detail Oriented; and Leadership.
 - The top skills and qualifications sought in the **Eastern region** were: Communications; Customer Service; Leadership; English Language; and Management.
 - The top skills and qualifications sought in the **Avalon region** were: Communications; Customer Service; Detail Oriented; Management; and Sales.