

NL Quarterly Job Vacancy Report

**4th Quarter 2023
(October – December)**

Important Notes

- This report covers new monthly job postings that were captured by [Lightcast](#) between October and December 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 6,797 postings recorded in Q4 for Newfoundland and Labrador, 6,646 were able to be classified at one of the five regional levels (meaning, 151 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. The quarterly report for Q1 of 2023, however, was based on the previous iteration NOC-2016. This change in NOC makes detailed comparisons to that quarter unattainable. For this reason, comparisons of postings for the last quarter of 2023 are mostly made against those for the second and third 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.

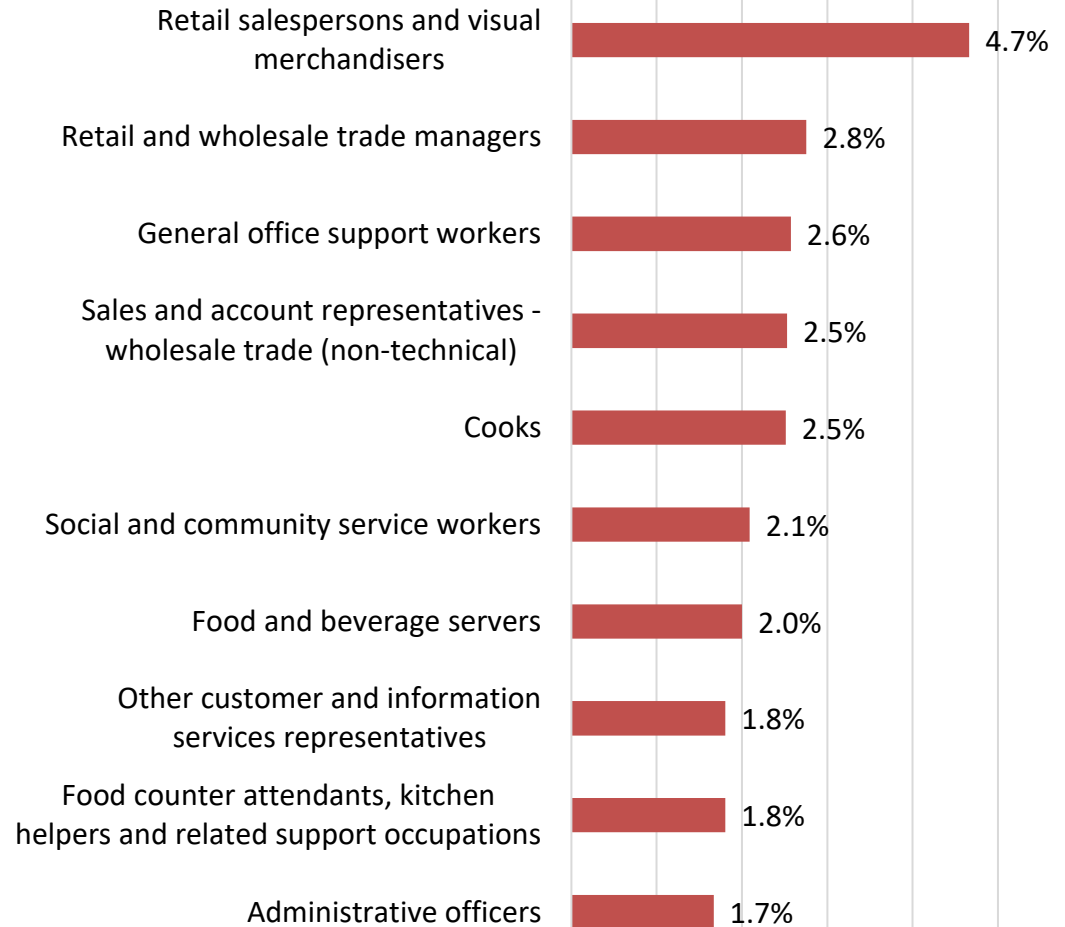
Occupational Comparisons

Top 10 Occupations Sought in 4th Quarter Job Postings (5-Digit NOC), Newfoundland and Labrador



Classified Job Postings for NL (October – December 2023):
6,646

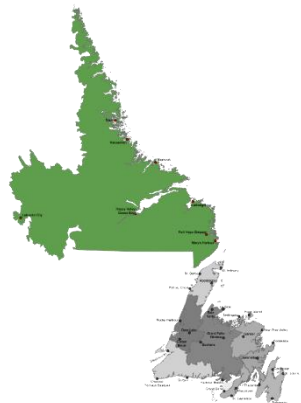
- Occupations most represented in the province's job postings included those related to sales (retail salespersons, retail managers, sales and account representatives); food services (cooks, food and beverage servers, food counter attendants); and business (general office support workers, administrative officers).
- Other areas represented in the top 10 included social services (social and community service workers) 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 (4.7 per cent), followed by Retail and Wholesale Trade Managers (2.8 per cent).



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

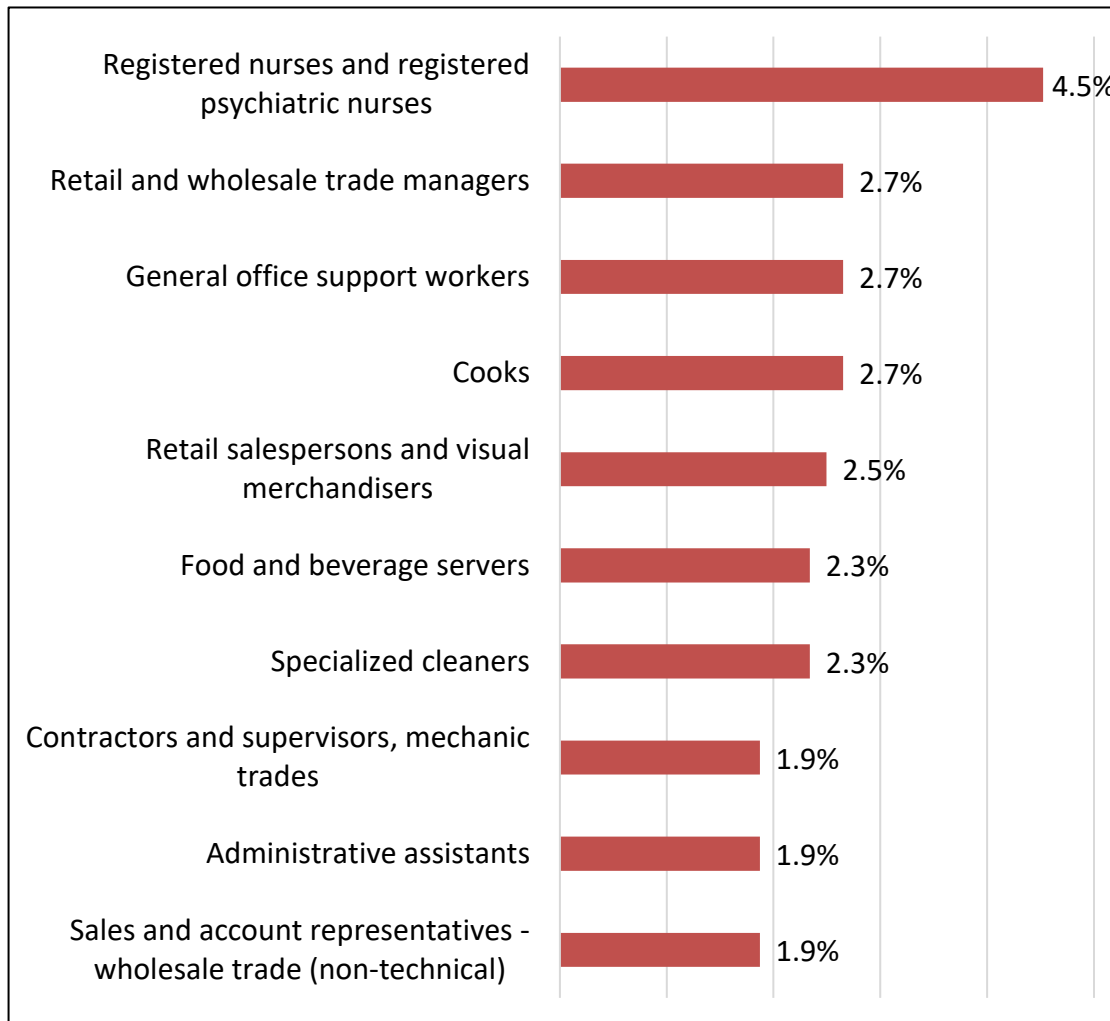
Source: Lightcast Data (October – December 2023)

Top 10 Occupations Sought in 4th Quarter Job Postings (5-Digit NOC), Labrador Region



Classified Job Postings for Labrador (October – December 2023): 641

- Occupations most represented in Labrador’s job postings included those related to sales (retail salespersons, retail and wholesale trade managers, sales and account representatives); food service (cooks, food and beverage servers); and business (administrative assistants, general office support workers).
- Other areas represented in the top 10 included health (registered nurses); cleaning services (specialized cleaners) and trades (contractors and supervisors in mechanic trades).
- For the Labrador region, the occupation with the highest percentage of job postings was Registered Nurses and Registered Psychiatric Nurses (4.5 per cent); followed by Retail and Wholesale Trade Managers (2.7 per cent).



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

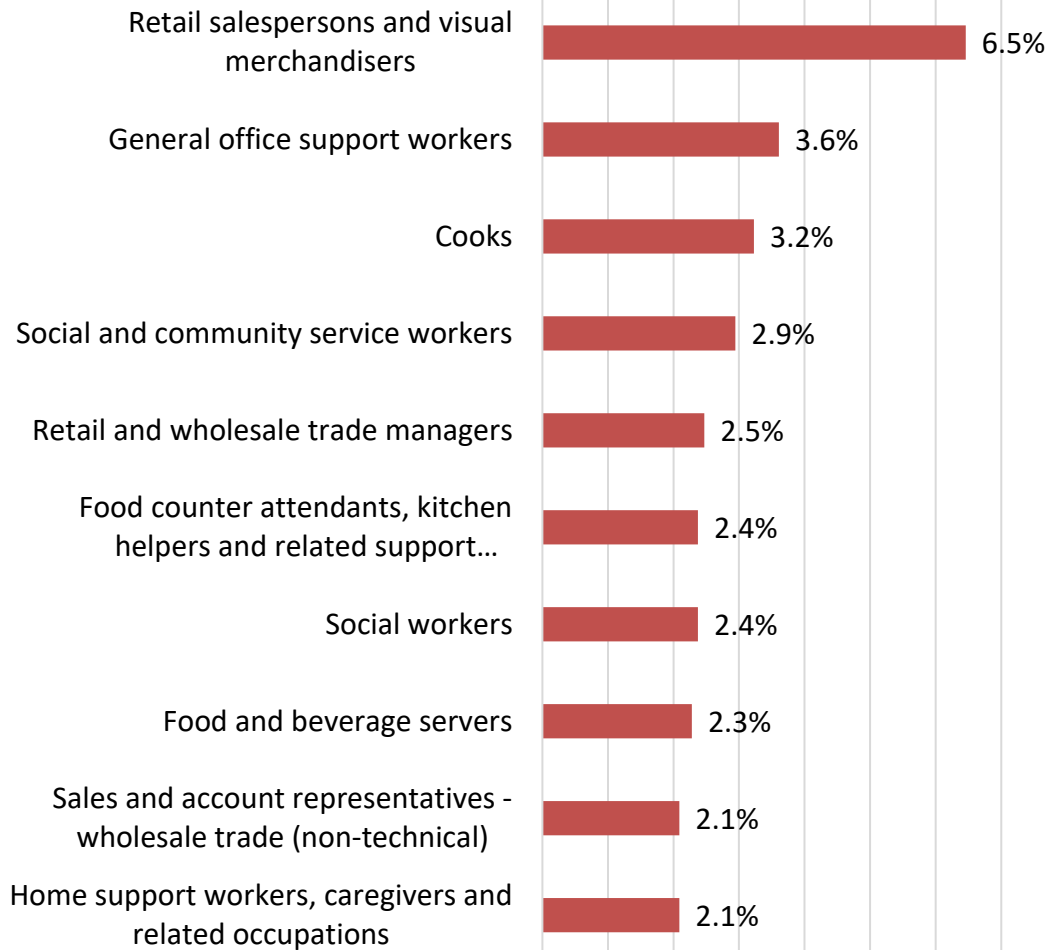
Source: Lightcast Data (October – December 2023)

Top 10 Occupations Sought in 4th Quarter Job Postings (5-Digit NOC), Western Region



Classified Job Postings for Western (October – December 2023): 1,053

- Occupations most represented in Western’s job postings included those related to sales (retail salespersons, retail and wholesale trade managers, sales and account representatives); food services (cooks, food and beverage servers, food counter attendants); and social services (social and community service workers, social workers).
- Other areas represented in the top 10 included health (home support workers); and business (general office support workers).
- For the Western region, the occupation with the highest percentage of job postings was Retail Salespersons and Visual Merchandisers (6.5 per cent) followed by General Office Support Workers (3.6 per cent).



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

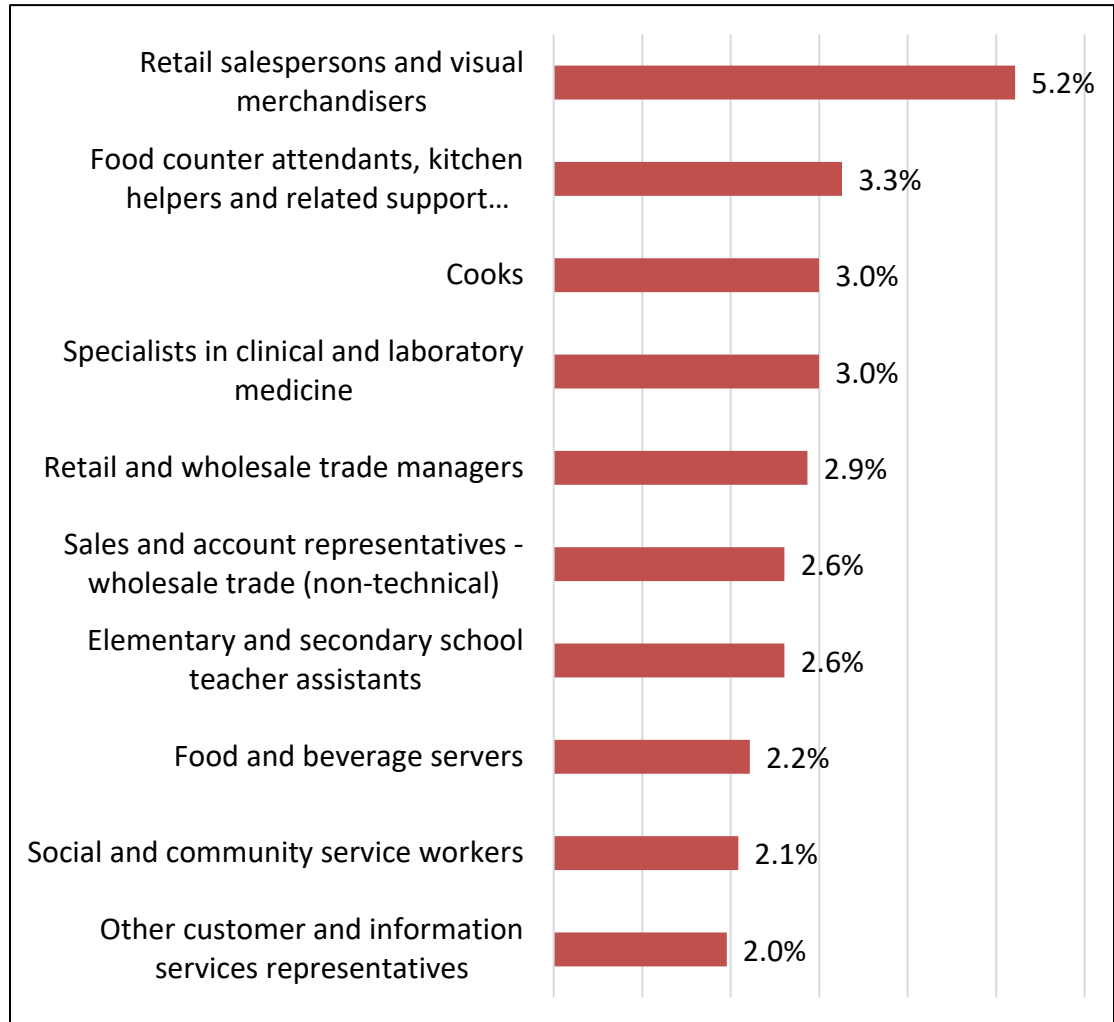
Source: Lightcast Data (October – December 2023)

Top 10 Occupations Sought in 4th Quarter Job Postings (5-Digit NOC), Central Region



Classified Job Postings for Central (October – December 2023): 767

- Occupations most represented in the Central region's job postings included those related to sales (retail salespersons, retail and wholesale managers, sales representatives); and food services (cooks, food and beverage servers, food counter attendants).
- Other areas represented in the top 10 included those in: health (medical specialists); information services (other customer and information services representatives); social services (social and community service workers); and education (elementary and secondary school teacher assistants).
- For the Central region, the occupation with the highest percentage of job postings was Retail Salespersons and Visual Merchandisers (5.2 per cent), followed by Food Counter Attendants, Kitchen Helpers and Related Support Workers (3.3 per cent).



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

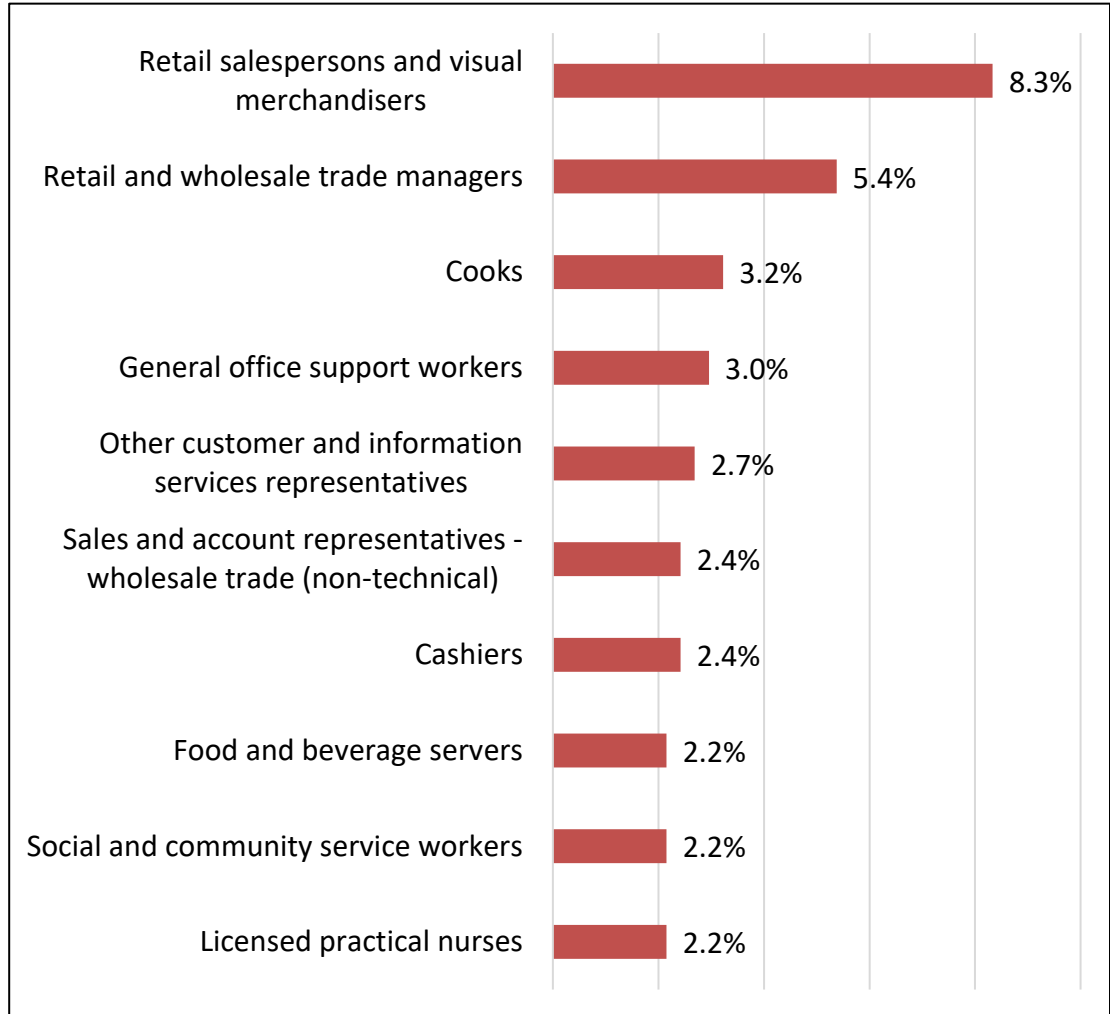
Source: Lightcast Data (October – December 2023)

Top 10 Occupations Sought in 4th Quarter Job Postings (5-Digit NOC), Eastern Region



Classified Job Postings for Eastern (October – December 2023): 372

- 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 (cooks, food and beverage servers).
- Other areas represented in the top 10 were related to health (LPNs); information services (other customer and information services representatives); business (general office support workers); and social services (social and community service workers).
- 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 Retail and Wholesale Trade Managers (5.4 per cent).



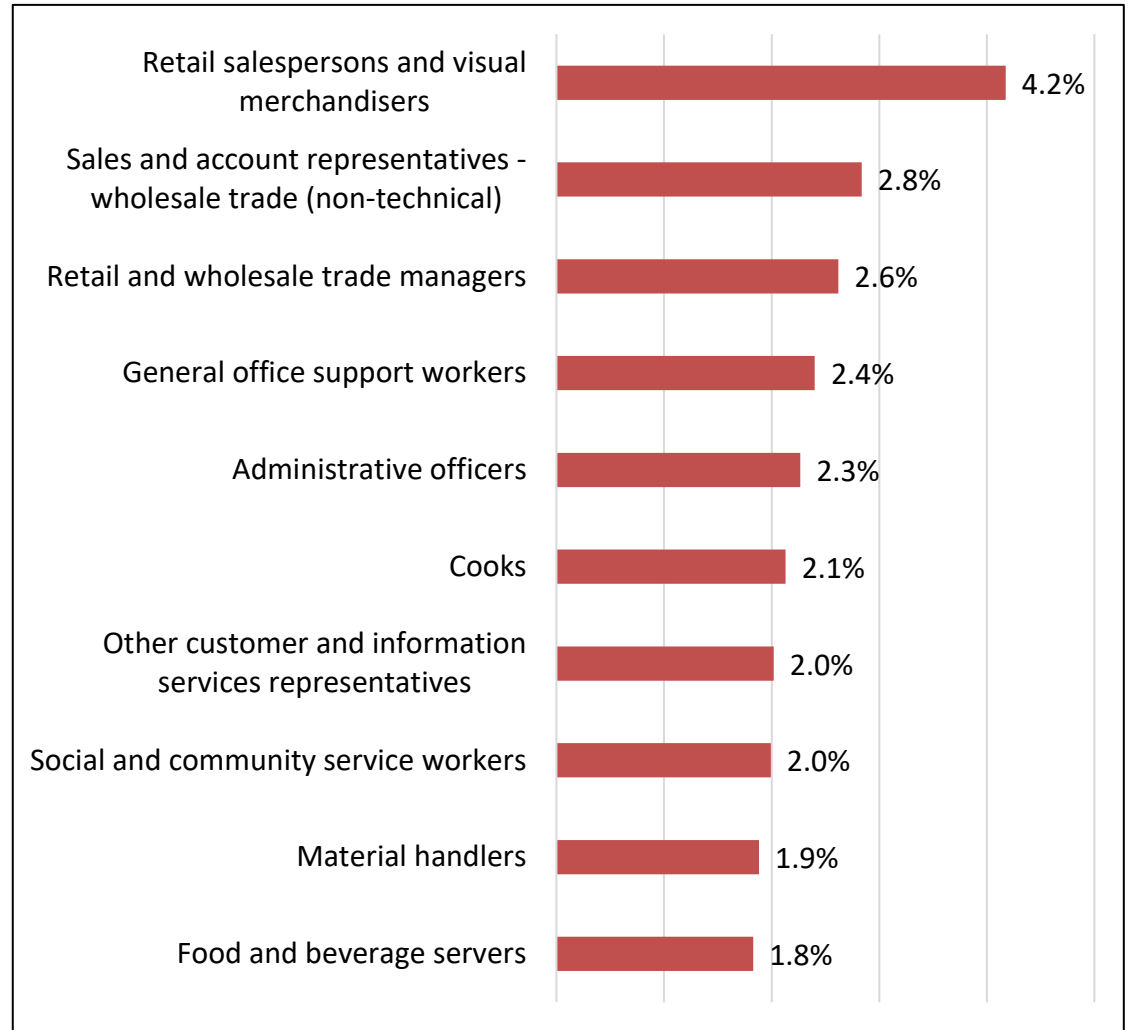
Note: Does not include percentage share associated with unclassified occupations..

Top 10 Occupations Sought in 4th Quarter Job Postings (5-Digit NOC), Avalon Region



Classified Job Postings for Avalon (October – December 2023): 3,665

- Occupations most represented in the Avalon region’s job postings included those related to sales (salespersons, retail and wholesale managers, sales representatives); food services (cooks, food and beverage servers); and business (administrative officers, general support workers).
- Other areas in the top 10 included those in supply chain (material handlers); information services (other customer and information services representatives); 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 (4.2 per cent), followed by Sales and Account Representatives – Wholesale Trade (Non-Technical) (2.8 per cent).



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

Source: Lightcast Data (October – December 2023)

Occupation Highlights

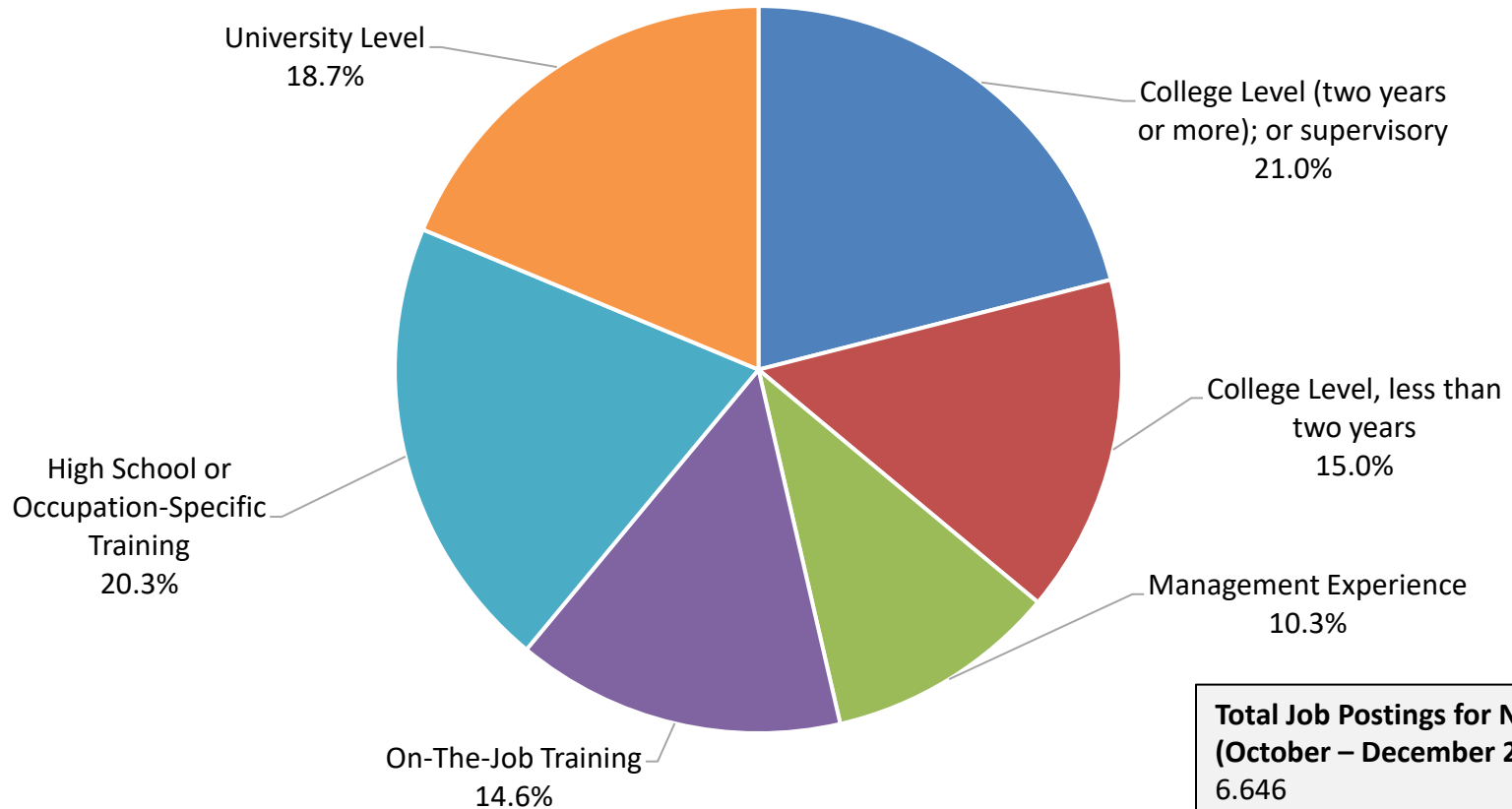
- The total number of job postings in the province that were able to be classified by occupation was 6,646 (compared to 7,505 for the first quarter of 2023, 9,137 for the second, and 7,828 for the third). The Avalon region had the highest number of such postings (3,665) while the Eastern region had the lowest (372). In general, regions had fewer postings in the fourth quarter than in the second and third quarters of 2023.
- The occupation with the greatest number of job postings in the province was Retail Salespersons and this was also true for all regions except for Labrador (where Registered Nurses had the highest number). The occupation with the second highest number of postings was most frequently Retail and Wholesale Trade Managers (although there was much more variation among regions on the occupation with the second most postings). 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.
- The most common occupational areas represented in job postings were sales and food services, although others such as business and social services have become more prevalent in the fourth quarter. Other occupational areas such as health were more common in certain regions of the province (typically in the form of nurses). The trend of fewer postings for health occupations is possibly a reflection of greater demand arising in other areas of the economy.
- Management positions were most prominent in the area of retail (specifically, in the form of retail and wholesale trade managers). This trend was similar to that seen in the second and third quarters of 2023.
- Similar to the previous quarters of 2023, a wide range of training and skill levels were represented in fourth quarter postings. This included those with lower levels of skill requirement (salespersons, material handlers) as well as more specialized skill requirements (retail managers, trade contractors, nurses, medical specialists).

TEER Levels

(Training, Education, Experience and Responsibility)

Distribution of TEER Levels Sought in 4th Quarter Job Postings, Newfoundland and Labrador

Percentage of 4th 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 (October– December 2023)

Distribution of TEER Levels Advertised in 4th Quarter Job Postings, Regional Data

	Labrador	Western	Central	Eastern	Avalon
Management Experience	10.1%	8.7%	7.7%	11.0%	11.5%
University Level	22.5%	20.0%	20.2%	14.0%	18.0%
College Level (two years or more, or supervisory)	22.2%	19.4%	21.4%	23.1%	20.7%
College level (less than two years)	13.7%	12.5%	16.2%	13.2%	15.9%
High School or Occupation-Specific Training	16.2%	23.6%	18.9%	23.9%	20.1%
On-the-Job Training	15.3%	15.8%	15.6%	14.8%	13.9%
Total Postings	641	1,053	767	372	3,665

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.

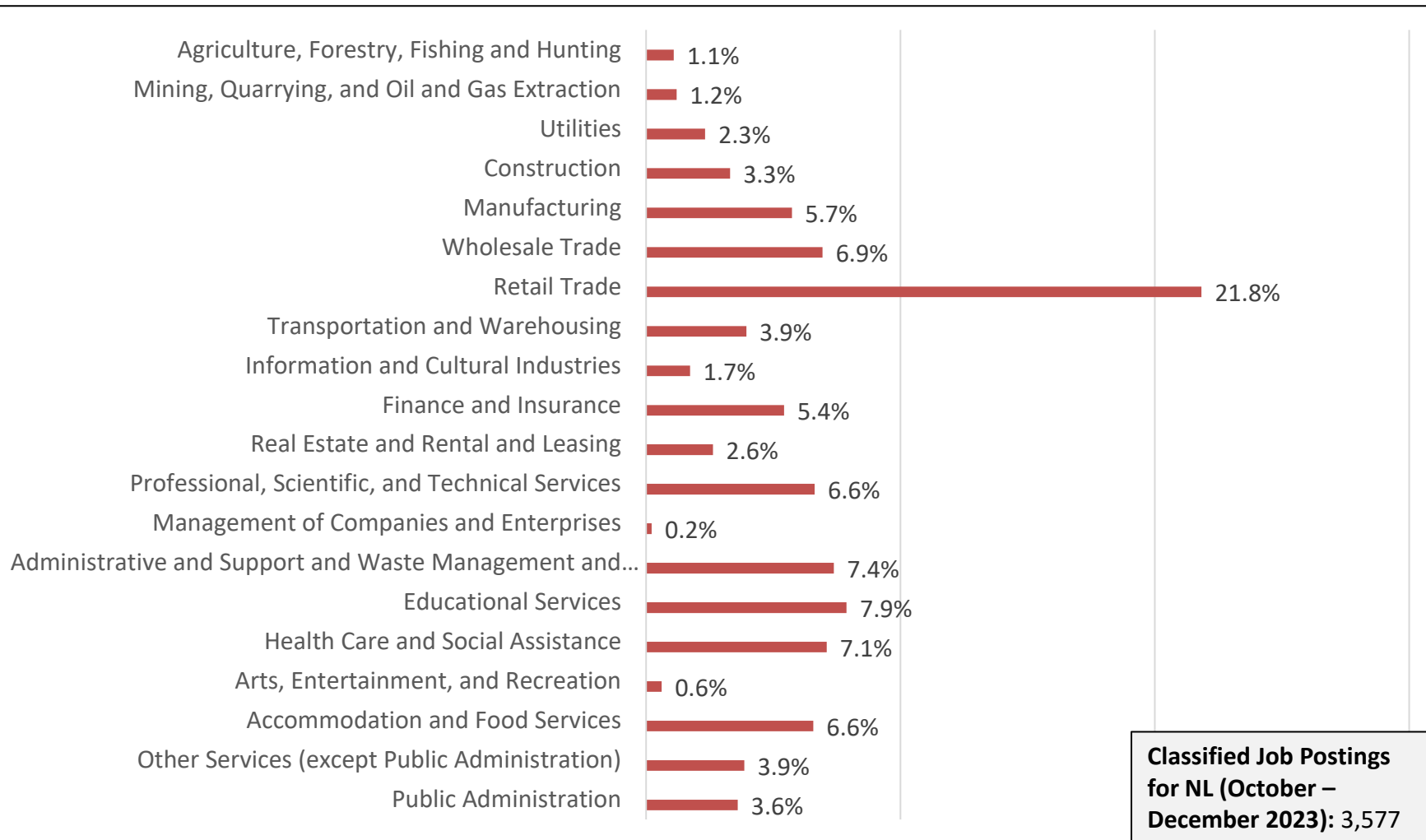
Source: Lightcast Data (October – December 2023)

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 fourth quarter of 2023 (36.0 and 20.3 per cent, respectively). These trends were similar to those for the previous quarters of 2023.
- The lowest percentage shares were for job postings requiring management experience (10.3 per cent) and on-the-job training (14.6 per cent). Job postings requiring university level education (18.7 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 were generally similar to those observed in the earlier quarters of 2023.
- All regions of the province had a high percentage of job postings requiring college level education (over 35 per cent for all regions except Western which had approximately 32 per cent). This is consistent with the previous quarters of 2023, although the percentage share of college education postings in the fourth quarter of 2023 was generally higher than for the previous quarters of the year (both provincially and regionally).
- The regions with the highest percentage of job postings requiring either management experience or some form of post-secondary education were Labrador (68.5 per cent) and Avalon (66.1 per cent). Eastern had only 61 per cent of postings in this category while the Central region had approximately 65 per cent (and Western 61 per cent). The Labrador and Avalon regions having higher percentages in this regard was a trend frequently observed in the previous three quarters of 2023.

Industry Profile

Distribution of Industry Sectors for 4th Quarter 2023 Job Postings (2-Digit NAICS), Newfoundland and Labrador



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

Source: Lightcast Data (October – December 2023)

Distribution of Industry Sectors Advertised in 4th Quarter 2023 Job Postings, Regional Data (1/2)

	Labrador (n=358)	Western (n=462)	Central (n=373)	Eastern (n=231)	Avalon (n=2,054)
Agriculture, Forestry, Fishing and Hunting	0.0%	1.9%	0.3%	1.3%	0.7%
Mining, Quarrying, and Oil and Gas Extraction	0.3%	0.2%	0.5%	0.9%	1.8%
Utilities	4.5%	0.6%	0.5%	0.0%	2.1%
Construction	0.6%	1.9%	1.6%	2.2%	4.6%
Manufacturing	9.8%	6.3%	3.5%	10.4%	4.9%
Wholesale Trade	3.1%	10.8%	9.9%	0.4%	7.1%
Retail Trade	10.9%	24.9%	29.0%	30.7%	21.3%
Transportation and Warehousing	4.7%	3.2%	1.9%	0.4%	4.9%
Information and Cultural Industries	0.0%	2.4%	0.8%	0.0%	2.3%
Finance and Insurance	6.1%	3.7%	4.8%	6.9%	5.6%

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

Source: Lightcast Data (October – December 2023)

Distribution of Industry Sectors Advertised in 4th Quarter 2023 Job Postings, Regional Data (2/2)

	Labrador (n=358)	Western (n=462)	Central (n=373)	Eastern (n=231)	Avalon (n=2,054)
Real Estate and Rental and Leasing	3.4%	2.2%	1.3%	1.3%	3.1%
Professional, Scientific, and Technical Services	5.0%	2.2%	2.4%	0.9%	9.5%
Management of Companies and Enterprises	1.4%	0.2%	0.0%	0.0%	0.1%
Administrative & Support/Waste Management/Remediation Services	3.4%	8.7%	7.0%	6.9%	7.9%
Educational Services	9.8%	11.3%	14.5%	11.7%	4.4%
Health Care and Social Assistance	27.4%	6.3%	6.7%	6.9%	4.1%
Arts, Entertainment, and Recreation	0.6%	0.2%	0.0%	0.0%	0.9%
Accommodation and Food Services	3.6%	8.7%	8.6%	4.8%	6.7%
Other Services (except Public Administration)	2.8%	2.8%	5.4%	2.2%	4.2%
Public Administration	2.8%	1.5%	1.3%	12.1%	3.7%

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

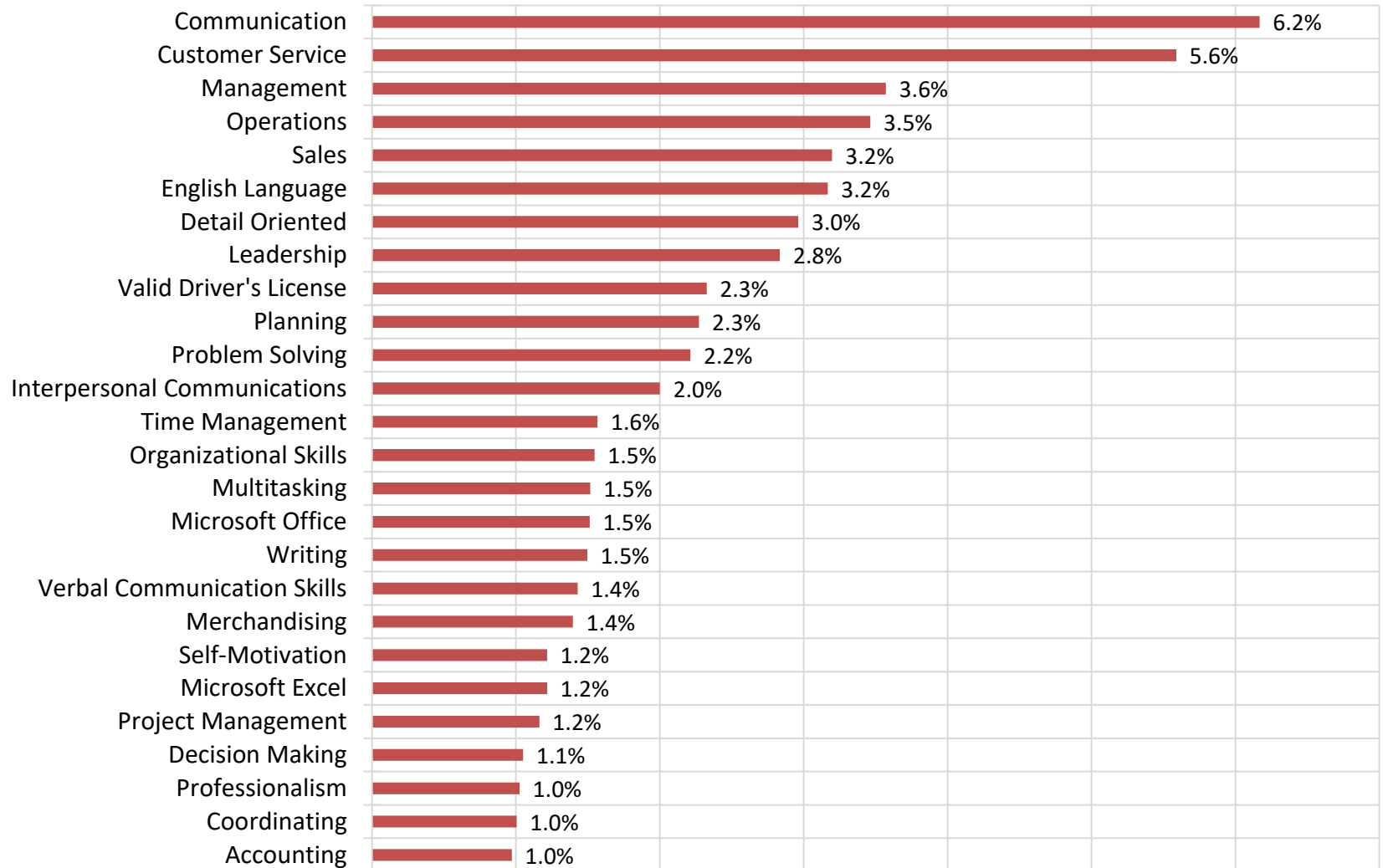
Source: Lightcast Data (October – December 2023)

Industry Highlights

- The total number of provincial job postings that were able to be classified by industry during the fourth quarter of 2022 was 3,577 (compared to 4,657 in the first quarter, 5,740 in the second, and 4,620 in the third). Within Newfoundland and Labrador, the Avalon region had the highest number of such postings (2,054) while the Eastern region had the lowest (231). 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 (21.8 per cent); Educational Services (7.9 per cent); Administrative and Support and Waste Management and Remediation (7.4 per cent); and Health Care and Social Assistance (7.1 per cent). It is worth noting that the percentage share for Retail Trade is far higher than for other sectors, similar to the case in all quarters of 2023.
- The Central and Eastern regions had the highest share of postings in Retail Trade (29.0 per cent and 30.7 per cent, respectively) while the Western and Avalon regions had less (24.9 and 21.3 per cent). As in the third quarter of 2023, all regions except Labrador had approximately 20 per cent or more of their vacancies in this sector, suggesting possible greater demand for it during this period (while Labrador's was just 10.9 per cent in the latest quarter compared to 10.1 per cent in the third quarter).
- The Labrador region had a far higher percentage of job postings in Health Care and Social Assistance than did the remaining regions (over 27 per cent in the latest quarter). This was a consistent trend for this sector in Labrador across all quarters of 2023
- Lastly, three regions in the province had approximately 11 per cent or more of their postings in Educational Services (with Central being the highest, followed by Eastern and Western). On the other hand, all regions except for Labrador had approximately 7 to 9 per cent of their vacancies in Administrative and Support and Waste Management and Remediation (whereas Labrador only had 3.4 per cent in this sector).

Employer Sought Skills/Qualifications

Most Popular Skills/Qualifications Sought in 4th Quarter Job Postings, Newfoundland and Labrador



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

Source: Lightcast Data (October – December 2023), represents those with one per cent or greater mentions (i.e., between 233 and 1,480 mentions during this quarter)

Skill/Qualification Highlights

- The top skills and qualifications sought in Newfoundland and Labrador job postings during the fourth quarter of 2023 were: Communications; Customer Service; Management; Operations; and Sales These were generally similar to the top skills and qualifications in the previous quarters of 2023 (except that Detail Oriented was often more heavily represented than Operations in some of these previous quarters).
- As in previous 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 English Language. For more transferable skills, notable entries included: professionalism, time management skills, problem solving, leadership, multi-tasking and organizational skills.
- 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; Customer Service; Operations; Planning; and Valid Driver's License.
 - The top skills and qualifications sought in the **Western region** were: Customer Service; Communications; English Language; Management; and Sales.
 - The top skills and qualifications sought in the **Central region** were: Customer Service; Communications; English Language; Patient Safety; and Sales
 - The top skills and qualifications sought in the **Eastern region** were: Communications; Customer Service Operations; Sales; and Leadership.
 - The top skills and qualifications sought in the **Avalon region** were: Communications; Customer Service; Management; Operations; and Detail Oriented.

2023 Trends and Highlights

- Highest number of provincial postings were in the second quarter, lowest in the fourth quarter.
- Retail Salespersons was the occupation with the greatest number of postings in all quarters.
- Most common occupational areas in postings were in sales and food services (but with greater representation of business and social services occurring in more recent quarters)
- Management postings in recent quarters most common in retail and wholesale trade (compared to business being most common during the first quarter of 2023).
- A wide range of skill requirements seen in postings across all quarters (ranging from lower level skill requirements to more specialized training/education).
- Postings requiring college education or high school/occupation-specific training consistently had the most postings in each quarter. Management typically had the lowest (averaging around 10 per cent).
- Percentage of provincial postings requiring management or post-secondary has been well over 50 per cent in the latest quarters of 2023 (62 per cent in third quarter and over 65 per cent in the fourth).
- Retail Trade had the highest percentage share of all postings in each quarter of 2023. Most regions in recent quarters had over 20 per cent in this sector alone (except for Labrador which tended to have a higher concentration of technical/specialized jobs, particularly in health care).
- Most popular skills sought in postings were typically related to communications, customer service, and management. Others which varied from quarter to quarter included sales, operations, and detail oriented.
- There has also been a noticeable increase in the number of postings seeking English Language requirements which, similar to Communication skills overall, is indicative of the overall importance of communication ability to many positions in the province.