

# **NL Quarterly Job Vacancy Report**

**1<sup>st</sup> Quarter 2025  
(January – March)**

# Important Notes

- This report covers new monthly job postings that were captured by [Vicinity Jobs](#) between January and March 2025, reflecting the totals of these unique monthly postings for this period.
- All charts and tables 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 5,755 occupational postings recorded in Q1 for Newfoundland and Labrador, 5,322 were able to be classified at one of the five regional levels (meaning, 433 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 **T**raining, **E**ducation, **E**xperience and **R**esponsibility associated with an occupation and is determined based on the second digit of each job posting's 5-digit NOC code. Details on the 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.

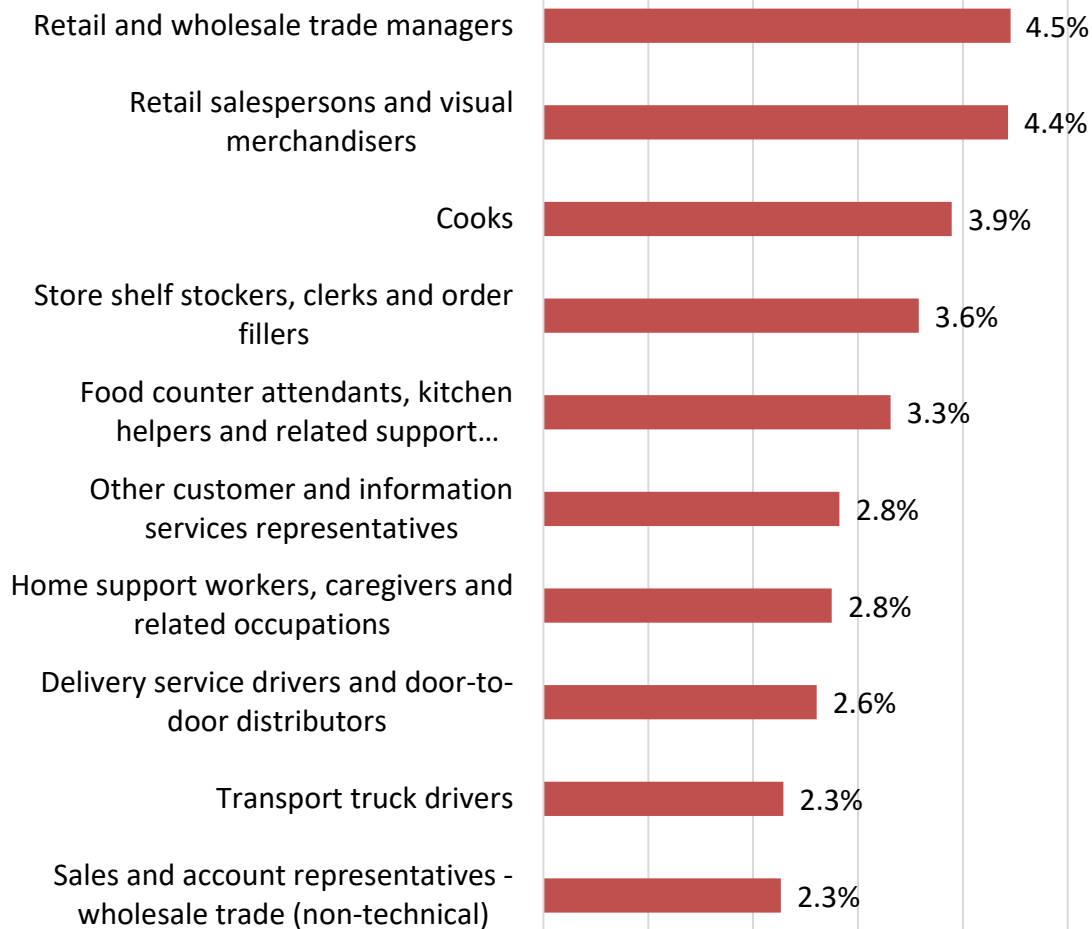
# **Occupational Comparisons**



# Top 10 Occupations Sought in 1<sup>st</sup> Quarter Job Postings (5-Digit NOC), **Newfoundland and Labrador**

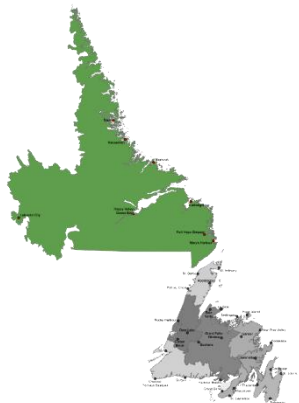
Classified Job Postings for NL (January – March 2025): **4,108**

- 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, store shelf stockers); food services (cooks, food counter attendants); and supply chain (truck drivers, delivery drivers).
- Other areas represented in the top 10 included information services (other customer and information services representatives); and health (home support workers).
- Provincially, the occupation with the highest percentage of job postings was Retail and Wholesale Trade Managers (4.5 per cent); followed by Retail Salespersons and Visual Merchandisers (4.4 per cent each)



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

Source: Vicinity Jobs Data (January – March 2025)

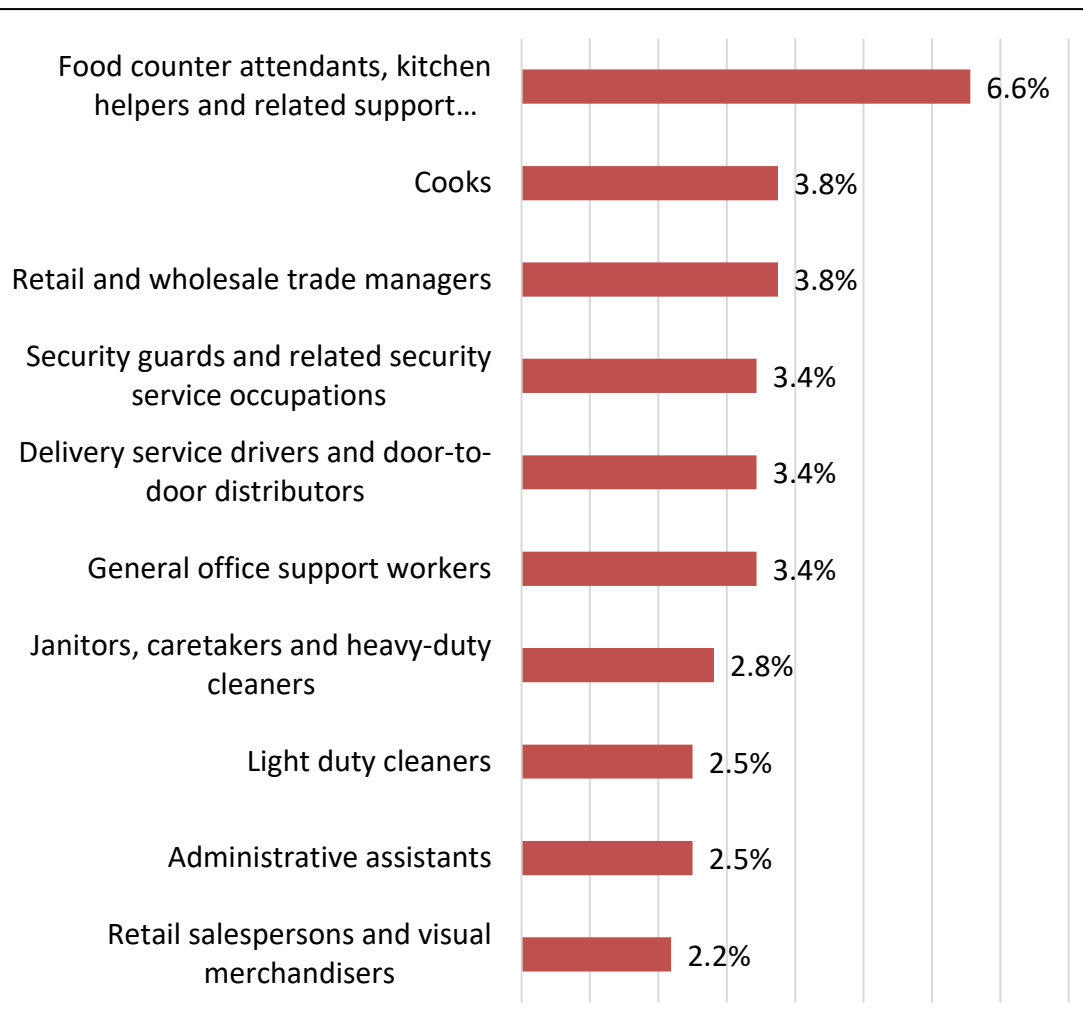


# Top 10 Occupations Sought in 1<sup>st</sup> Quarter Job Postings (5-Digit NOC), **Labrador Region**

Classified Job Postings for Labrador (January – March 2025):

**320**

- Occupations most represented in Labrador's job postings included those related to retail (salespersons, retail and wholesale trade managers); business (office support workers, administrative assistants); food services (cooks, food counter attendants); and cleaning services (light and heavy duty cleaners).
- Other areas represented in the top 10 included security services (security guards); and supply chain (delivery drivers).
- For the Labrador region, the occupations with the highest percentage of job postings were Food Counter Attendants, Kitchen Helpers and Related Support Workers (6.6 per cent) followed by Cooks and Retail and Wholesale Trade Managers (3.8 per cent each).



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

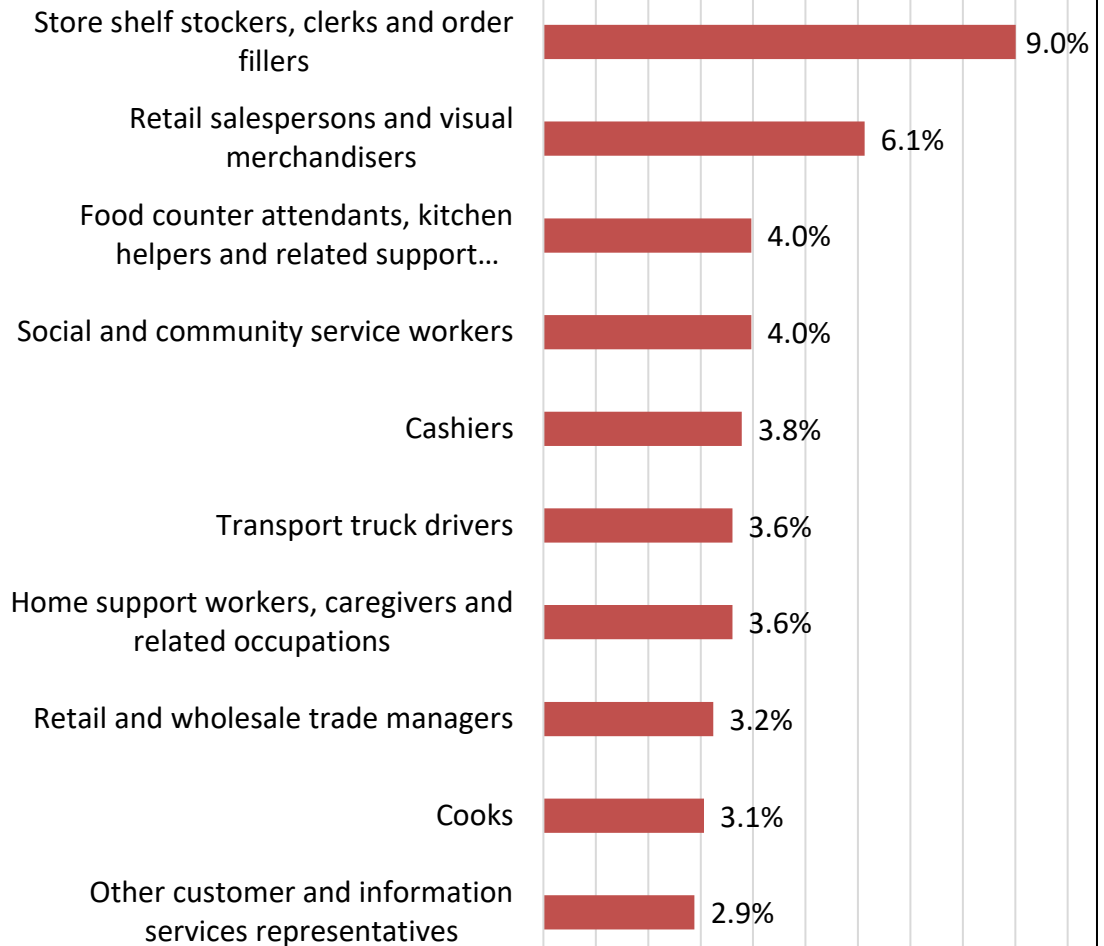
Source: Vicinity Jobs Data (January – March 2025)

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



Classified Job Postings for Western (January – March 2025):  
**555**

- Occupations most represented in Western's job postings included those related to sales (retail salespersons, retail and wholesale trade managers, store shelf stockers, cashiers); and food services (cooks, food counter attendants).
- Other areas represented in the top 10 included supply chain (truck drivers); social services (social and community service workers); health (home support workers); and information services (other customer and information services).
- For the Western region, the occupations with the highest percentage of job postings were Store Shelf Stockers, Clerks and Order Fillers (9.0 per cent) and Retail Salespersons and Visual Merchandisers (6.1 per cent).



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

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



Classified Job Postings for Central (January – March 2025):  
**486**

- Occupations most represented in the Central region's job postings included those related to sales (retail salespersons, retail and wholesale trade managers, store shelf stockers); and food services (food counter attendants, cooks, food and beverage servers).
- Other areas represented in the top 10 were related to health (home support workers); business (office support workers); and information services (other customer and information services representatives); and supply chain (truck drivers).
- For the Central region, the occupation with the highest percentage of job postings was Store Shelf Stockers, Clerks and Order Fillers (6.6 per cent), followed by Retail Salespersons and Visual Merchandisers (6.4 per cent).



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

Source: Vicinity Jobs Data (January – March 2025)



## Top 10 Occupations Sought in 1<sup>st</sup> Quarter Job Postings (5-Digit NOC), **Eastern Region**

Classified Job Postings for Eastern (January – March 2025):  
**157**

- Occupations most represented in the Eastern region's job postings included those related to sales (retail salespersons, retail and wholesale trade managers); and food services (cooks, food counter attendants, food service supervisors).
- Other areas represented in the top 10 included those related to health (home support workers); supply chain (material handlers); trades (automotive service technicians); security services (security guards); and business (financial advisors).
- For the Eastern region, the occupation with the highest percentage of job postings was Home Support Workers, Caregivers and Related Occupations (10.8 per cent) followed by Cooks as well as Retail Salespersons and Visual Merchandisers (7.6 per cent each).



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



# Top 10 Occupations Sought in 1<sup>st</sup> Quarter Job Postings (5-Digit NOC), **Avalon Region**



Classified Job Postings for Avalon (January – March 2025):  
**2,311**

- 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, store shelf stockers); and food services (cooks, food counter attendants)
- Other areas in the top 10 were related to supply chain (delivery drivers); business (administrative assistants); health (home support workers); and information services (other customer and information services representatives).
- For the Avalon region, the occupation with the highest percentage of job postings was Retail and Wholesale Trade Managers (5.1 per cent), followed by Retail Salespersons and Visual Merchandisers as well as Cooks (both at 4.2 per cent).



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

Source: Vicinity Jobs Data (January – March 2025)

# Occupation Highlights

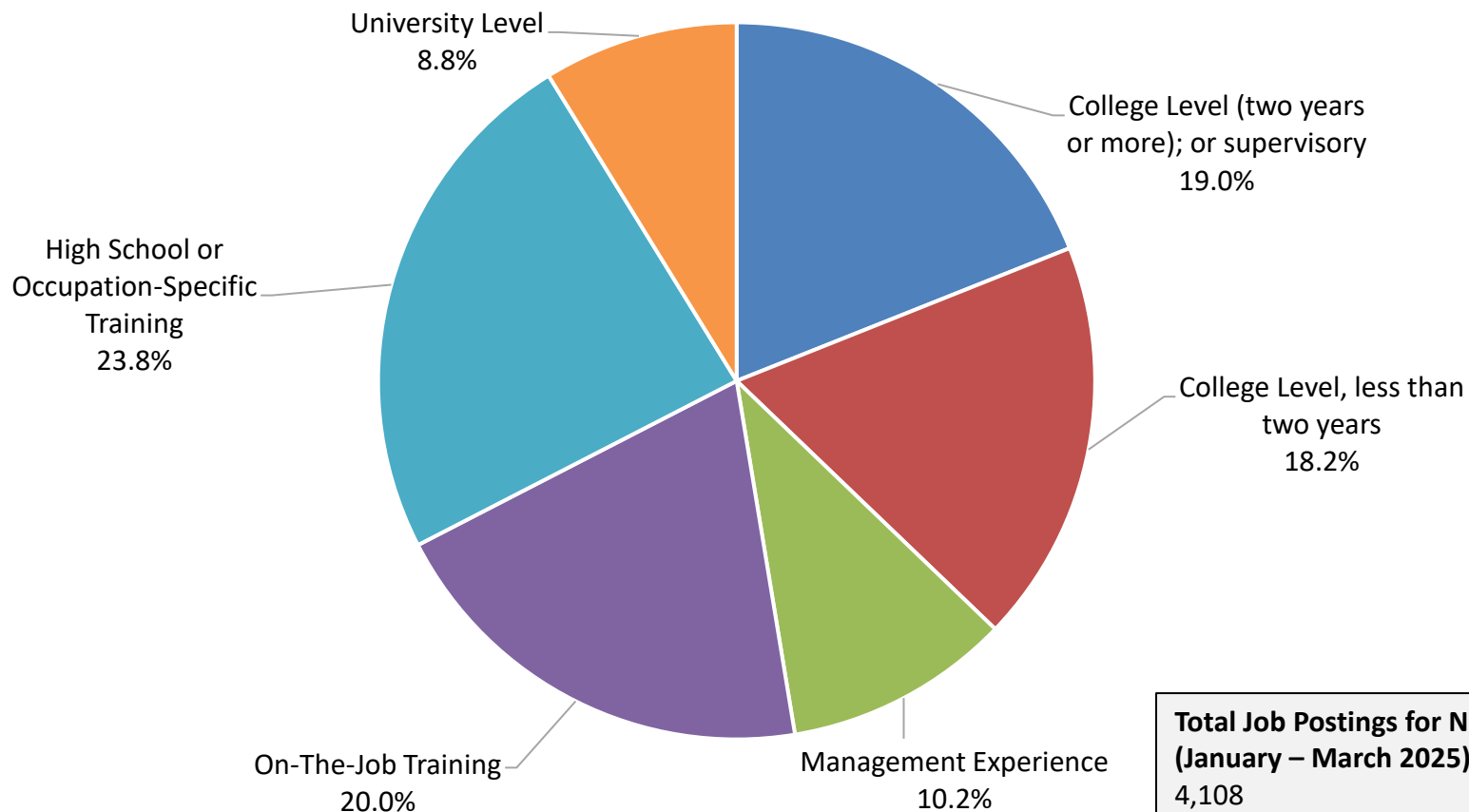
- The total number of job postings in the province that were able to be classified by occupation in the first quarter of 2025 was 4,108. The Avalon region had the highest number of such postings (2,311) while the Eastern region had the lowest (157).
- The occupation with the greatest number of job postings in the province was Retail and Wholesale Trade Managers (4.5 per cent) followed closely by Retail Salespersons and Visual Merchandisers (4.4 per cent). These occupations were also present in the top ten for the smaller regions of the province.
- The most common occupational areas represented in job postings were sales and food services, although others showed up in various regions of the province during the first quarter of 2025 (such as business, supply chain and cleaning services). Although these were the most common areas represented, there were a number of other areas covered in the top ten occupations across regions (including trades, information services, security services, and health).
- Management positions were most prominent in retail (specifically, in the form of retail and wholesale trade managers) although food service supervisors were also common in the Eastern region.
- 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, business workers, social service professionals and home support workers).

# **TEER Levels**

(Training, Education, Experience and Responsibility)

# Distribution of TEER Levels Sought in 1<sup>st</sup> 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.

## Distribution of TEER Levels Advertised in 1<sup>st</sup> Quarter Job Postings, Regional Data

|   | Labrador   | Western    | Central    | Eastern    | Avalon       |
|---|------------|------------|------------|------------|--------------|
| Management Experience                             | 8.1%       | 6.7%       | 9.1%       | 8.3%       | 11.3%        |
| University Level                                  | 9.1%       | 6.8%       | 6.0%       | 10.8%      | 9.6%         |
| College Level (two years or more, or supervisory) | 25.6%      | 15.9%      | 16.9%      | 16.6%      | 18.6%        |
| College level (less than two years)               | 15.6%      | 17.7%      | 15.2%      | 16.6%      | 19.9%        |
| High School or Occupation-Specific Training       | 17.8%      | 25.4%      | 28.2%      | 31.8%      | 22.8%        |
| On-the-Job Training                               | 23.8%      | 27.6%      | 24.7%      | 15.9%      | 17.7%        |
| <b>Total Postings</b>                             | <b>320</b> | <b>555</b> | <b>486</b> | <b>157</b> | <b>2,311</b> |

**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: Vicinity Jobs Data (January – March 2025)

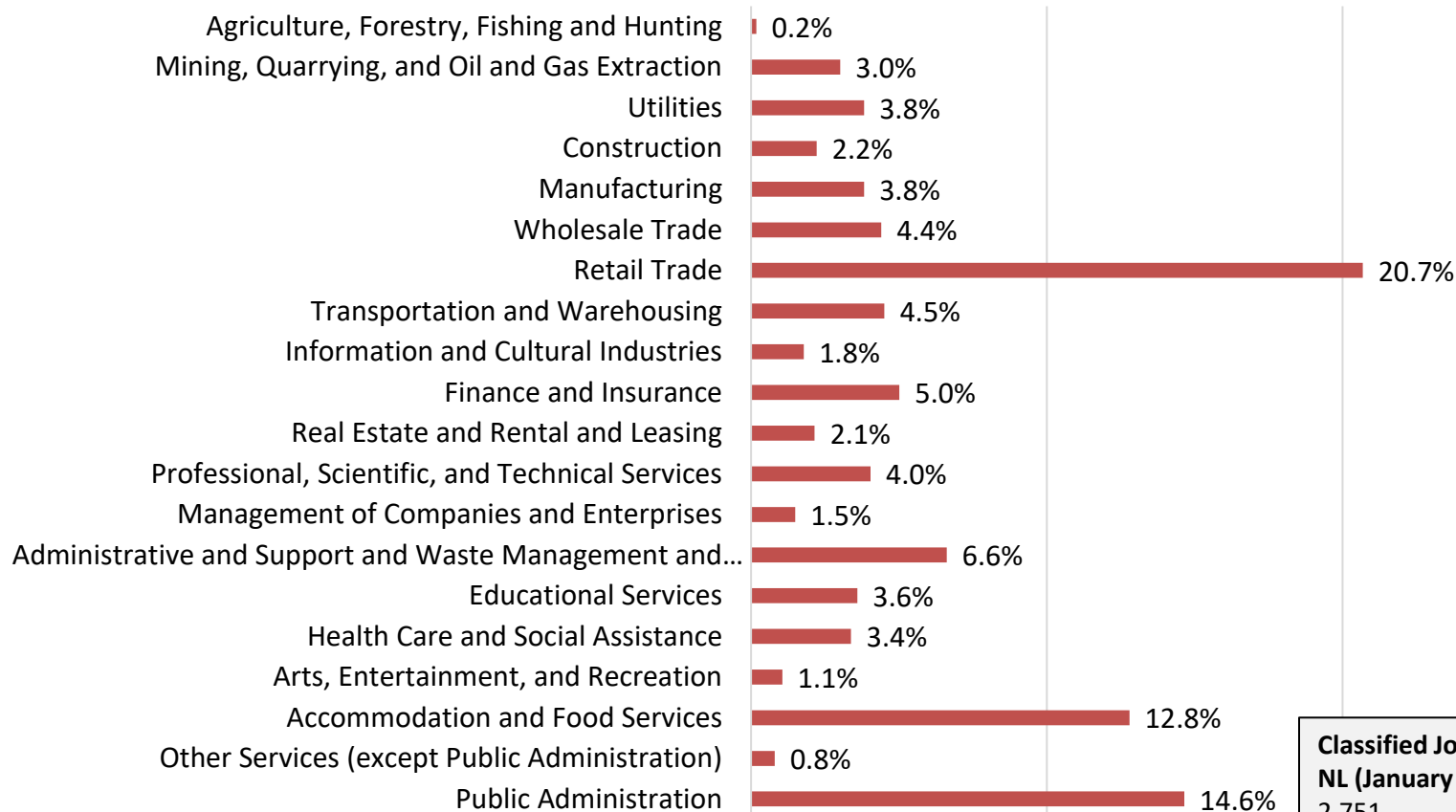
# TEER Highlights

- 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 2025 (37.2 and 23.8 per cent, respectively).
- The lowest percentage shares were for job postings requiring university level (8.8 per cent) and management experience (10.2 per cent). On-the-job training accounted for another 20 per cent of job postings in the province.
- All regions of the province had a high percentage of job postings requiring versions of college level education (32 per cent or more for all regions). The region with the highest percentage of such postings was Labrador (41.3 per cent) while the lowest was Central (at 32.1 per cent).
- The regions with the highest percentage of job postings requiring either management experience or some form of post-secondary education were Labrador (58.4 per cent) and Avalon (59.4 per cent). Western and Central had the lowest such percentage at approximately 47 per cent each. Lastly, Eastern had approximately 52 per cent of postings in this category.

# Industry Profile

# Distribution of Industry Sectors for 1<sup>st</sup> Quarter 2025 Job Postings (2-Digit NAICS), Newfoundland and Labrador

**Industry Distribution, Newfoundland and Labrador  
(1st Quarter 2025)**



**Classified Job Postings for  
NL (January – March 2025):  
2,751**

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

Source: Vicinity Jobs Data (January – March 2025)



# Distribution of Industry Sectors Advertised in 1<sup>st</sup> Quarter 2025 Job Postings, Regional Data (1/2)

|   | Labrador<br>(n=241)<br>100% | Western<br>(n=430)<br>100% | Central<br>(n=324)<br>100% | Eastern<br>(n=96)<br>100% | Avalon<br>(n=1,457)<br>100% |
|---|-----------------------------|----------------------------|----------------------------|---------------------------|-----------------------------|
| Agriculture, Forestry, Fishing and Hunting    | 0.0%                        | 0.5%                       | 0.0%                       | 0.0%                      | 0.2%                        |
| Mining, Quarrying, and Oil and Gas Extraction | 10.0%                       | 0.9%                       | 1.2%                       | 0.0%                      | 2.5%                        |
| Utilities                                     | 1.7%                        | 0.9%                       | 0.6%                       | 1.0%                      | 2.7%                        |
| Construction                                  | 4.1%                        | 0.0%                       | 0.3%                       | 0.0%                      | 3.3%                        |
| Manufacturing                                 | 2.5%                        | 4.0%                       | 3.7%                       | 4.2%                      | 3.8%                        |
| Wholesale Trade                               | 3.3%                        | 2.1%                       | 3.7%                       | 6.3%                      | 5.9%                        |
| Retail Trade                                  | 13.7%                       | 28.1%                      | 23.8%                      | 20.8%                     | 21.1%                       |
| Transportation and Warehousing                | 4.1%                        | 3.3%                       | 3.1%                       | 2.1%                      | 4.5%                        |
| Information and Cultural Industries           | 0.4%                        | 2.1%                       | 2.5%                       | 0.0%                      | 2.1%                        |
| Finance and Insurance                         | 0.4%                        | 6.5%                       | 6.2%                       | 12.5%                     | 4.8%                        |

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

Source: Vicinity Jobs Data (January – March 2025)

# Distribution of Industry Sectors Advertised in 1<sup>st</sup> Quarter 2025 Job Postings, Regional Data (2/2)

| /continued   | Labrador<br>(n=241)<br>100% | Western<br>(n=430)<br>100% | Central<br>(n=324)<br>100% | Eastern<br>(n=96)<br>100% | Avalon<br>(n=1,457)<br>100% |
|--|-----------------------------|----------------------------|----------------------------|---------------------------|-----------------------------|
| Real Estate and Rental and Leasing                             | 1.2%                        | 3.3%                       | 2.5%                       | 0.0%                      | 2.3%                        |
| Professional, Scientific, and Technical Services               | 2.5%                        | 2.3%                       | 4.0%                       | 0.0%                      | 5.2%                        |
| Management of Companies and Enterprises                        | 0.0%                        | 3.7%                       | 1.9%                       | 1.0%                      | 1.2%                        |
| Administrative & Support/Waste Management/Remediation Services | 11.6%                       | 7.4%                       | 12.0%                      | 6.3%                      | 4.0%                        |
| Educational Services   | 4.6%                        | 7.0%                       | 1.2%                       | 1.0%                      | 3.0%                        |
| Health Care and Social Assistance                              | 0.0%                        | 2.1%                       | 2.5%                       | 6.3%                      | 4.4%                        |
| Arts, Entertainment, and Recreation                            | 0.0%                        | 0.0%                       | 1.2%                       | 0.0%                      | 1.4%                        |
| Accommodation and Food Services                                | 15.4%                       | 11.2%                      | 17.6%                      | 19.8%                     | 12.3%                       |
| Other Services (except Public Administration)                  | 0.0%                        | 0.5%                       | 0.6%                       | 1.0%                      | 1.2%                        |
| Public Administration  | 24.5%                       | 14.2%                      | 11.4%                      | 17.7%                     | 14.3%                       |

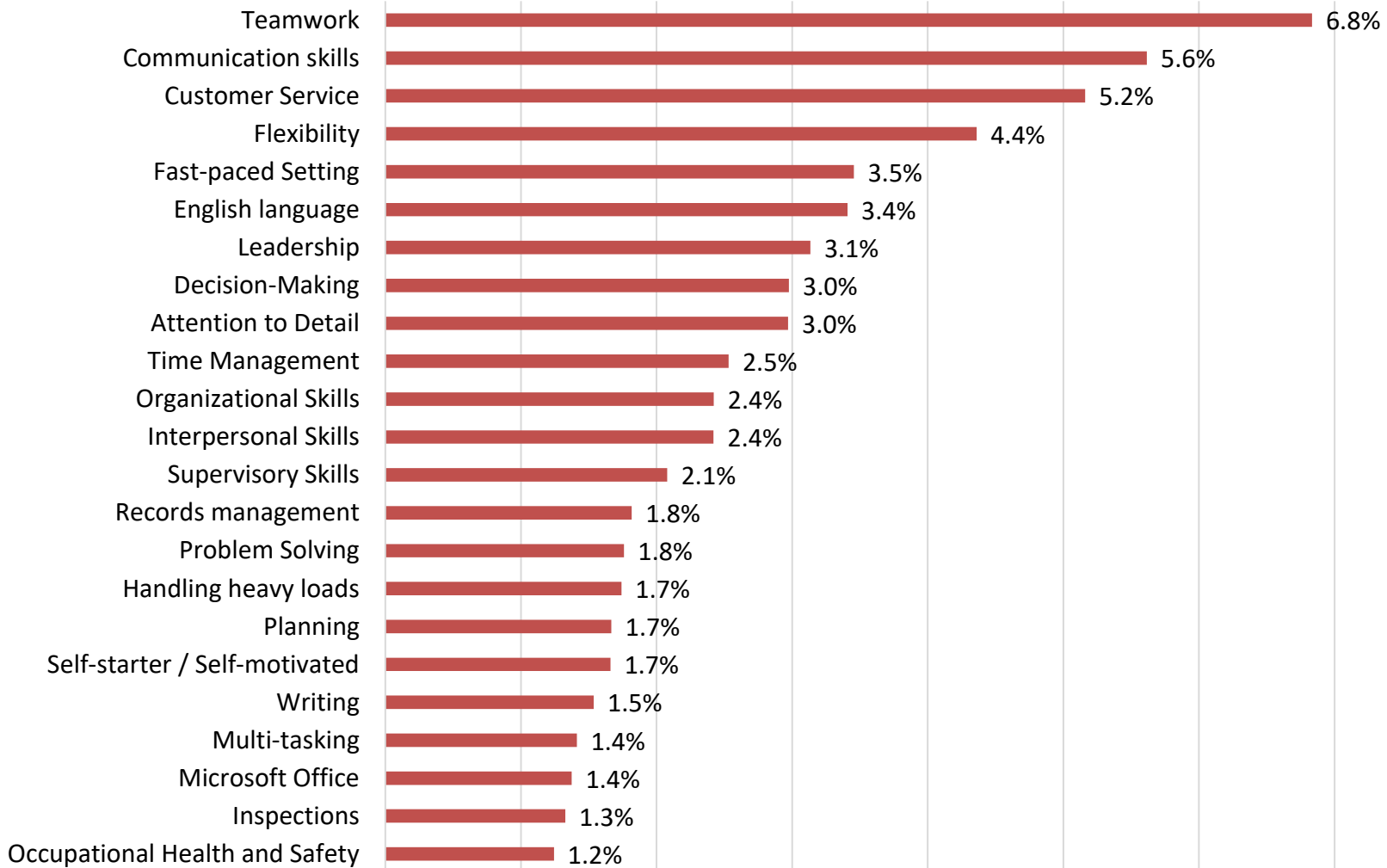
**Note:** Does not include percentage share associated with unclassified industries.

# Industry Highlights

- The total number of provincial job postings that were able to be classified by industry during the first quarter of 2025 was 2,751. Within Newfoundland and Labrador, the Avalon region had the highest number of such postings (1,457) while the Eastern region had the lowest (96).
- The industries with the highest percentage share of job postings during this period were Retail Trade (20.7 per cent); Public Administration (14.6 per cent); Accommodation and Food Services (12.8 per cent), and Administrative and Support and Waste Management and Remediation (6.6 per cent).
- The Western region had the highest share of postings in Retail Trade although all regions except for Labrador had over 20 per cent of their vacancies in this sector. Labrador, in contrast, had approximately 14 per cent in this industry.
- Conversely, the Labrador region had a far higher percentage of job postings in Public Administration (24.5 per cent) while the remaining regions had between 11 per cent and 18 per cent.
- Eastern region had almost 20 per cent of its vacancies in Accommodation and Food Services while all other regions had between 11 and 18 per cent of their vacancies in this industry.
- Lastly, Labrador and Central regions had the highest percentages in Administrative and Support and Waste Management and Remediation (approximately 12 per cent each) while the remaining regions only had between approximately 4 and 7 per cent of their vacancies in this sector.

# **Employer Sought Skills/Qualifications**

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



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

Source: Vicinity Jobs Data (January – March 2025), representing those with 522 or 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 2025 were: Teamwork; Communication Skills; Customer Service; Flexibility; and Fast-Paced Setting. Communication ability actually appeared in several forms in the top skills sought (including English Language, interpersonal skills, and writing), 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: occupational health and safety, software skills (Microsoft Office), and English Language. For more transferable skills, notable entries included: time management skills, planning, problem solving, self-motivation, and leadership.
- 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 **Labrador region**: Teamwork, English Language, Communication Skills, Customer Service, and Flexibility.
  - In **Western region**: Teamwork, Customer Service, Flexibility, Communication Skills, and Fast-Paced Setting.
  - In **Central region**: Teamwork, Customer Service, Communication Skills, Flexibility, and Fast-Paced Setting.
  - In **Eastern region**: Teamwork, Customer Service, Communication Skills, English Language, and Flexibility.
  - In **Avalon region**: Teamwork, Communication Skills, Customer Service, Flexibility, and Fast-Paced Setting.