

NL Quarterly Job Vacancy Report

**2nd Quarter 2025
(April – June)**

Important Notes

- This report covers new monthly job postings that were captured by Vicinity Jobs between April and June 2025, 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 7,100 postings recorded in Q2 for Newfoundland and Labrador, 5,225 were able to be classified at one of the five regional levels (1,875 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 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 2nd Quarter Job Postings (5-Digit NOC), Newfoundland and Labrador

Classified Job Postings for NL (April – June 2025): 5,225

- Occupations most represented in the province's job postings included those related to sales and service (retail salespersons, retail and wholesale trade managers, store shelf stockers); supply chain (material handlers, truck drivers, delivery drivers); and food services (cooks, food counter attendants).
- 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 Store Shelf Stockers, Clerks and Order Fillers (5.6 per cent), followed by Retail Salespersons and Visual Merchandisers (5.1 per cent).



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

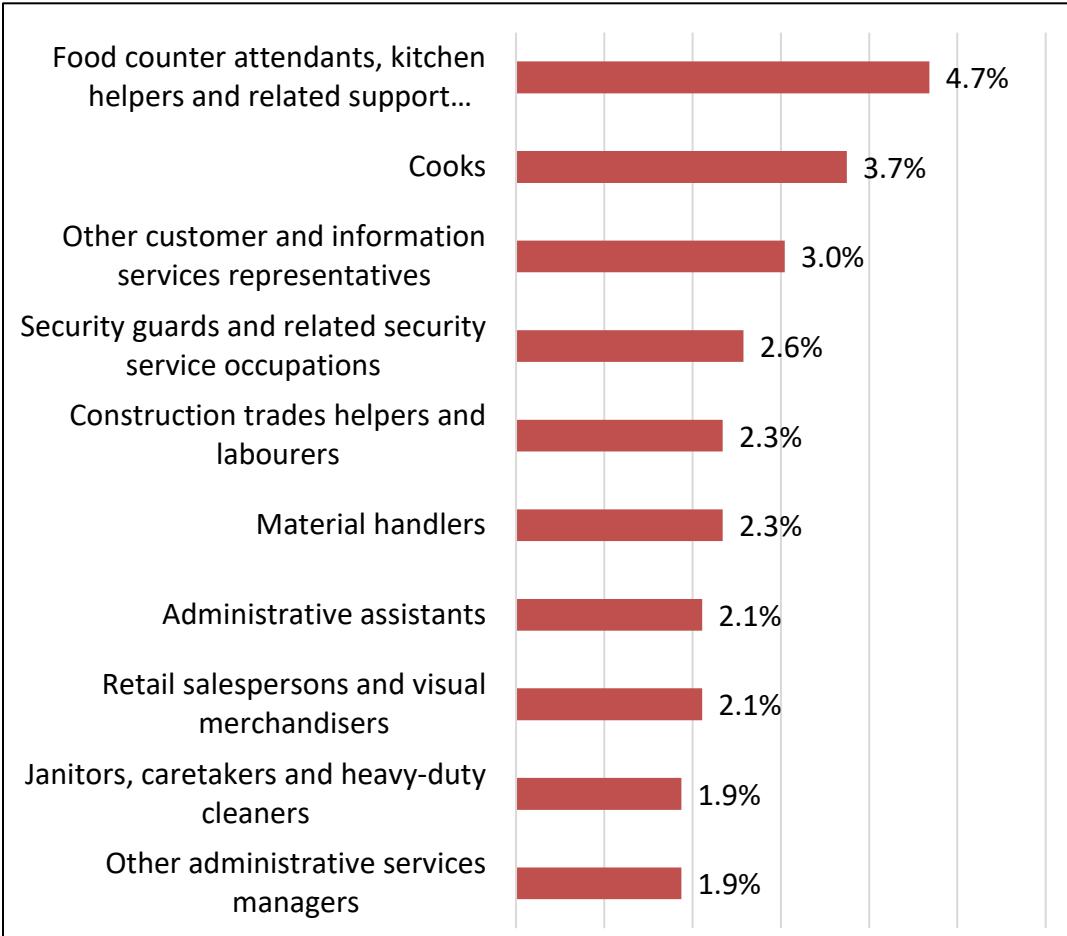
Source: Vicinity Jobs Data (April – June 2025)



Top 10 Occupations Sought in 2nd Quarter Job Postings (5-Digit NOC), Labrador Region

Classified Job Postings for Labrador (April – June 2025): 427

- Occupations most represented in Labrador's job postings included those related to food service (cooks, food counter attendants), and business (administrative assistants; other administrative services managers).
- Other areas represented in the top 10 included information services (other customer and information services representatives); security services (security guards); supply chain (material handlers); cleaning services (janitors and related); sales (retail salespersons); and trades (construction trades helpers).
- For the Labrador region, the occupations with the highest percentage of job postings were Food Counter Attendants, Kitchen Helpers and Related Support Occupations (4.7 per cent); and Cooks (3.7 per cent).



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

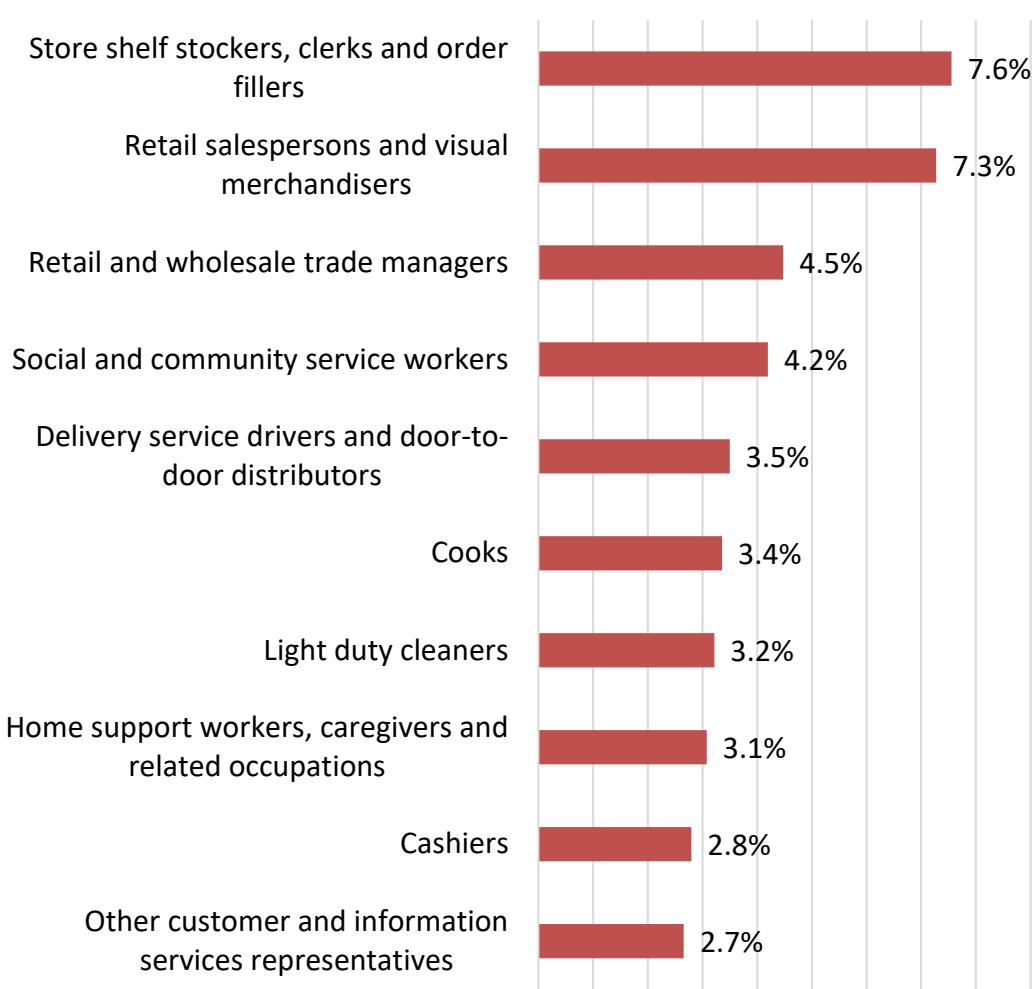
Source: Vicinity Jobs Data (April – June 2025)



Top 10 Occupations Sought in 2nd Quarter Job Postings (5-Digit NOC), Western Region

Classified Job Postings for Western (April – June 2025): 715

- Occupations most represented in Western's job postings included those related to sales and service (retail salespersons, retail and wholesale trade managers, store shelf stockers, cashiers).
- Other areas represented in the top 10 included supply chain (delivery drivers); information services (other customer and information services representatives); social services (social and community service workers); cleaning services (light duty cleaners); and health (home support workers)
- For the Western region, the occupation with the highest percentage of job postings was Store Shelf Stockers, Clerks and Order Fillers (7.6 per cent) followed by Retail Salespersons and Visual Merchandisers (7.3 per cent).



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

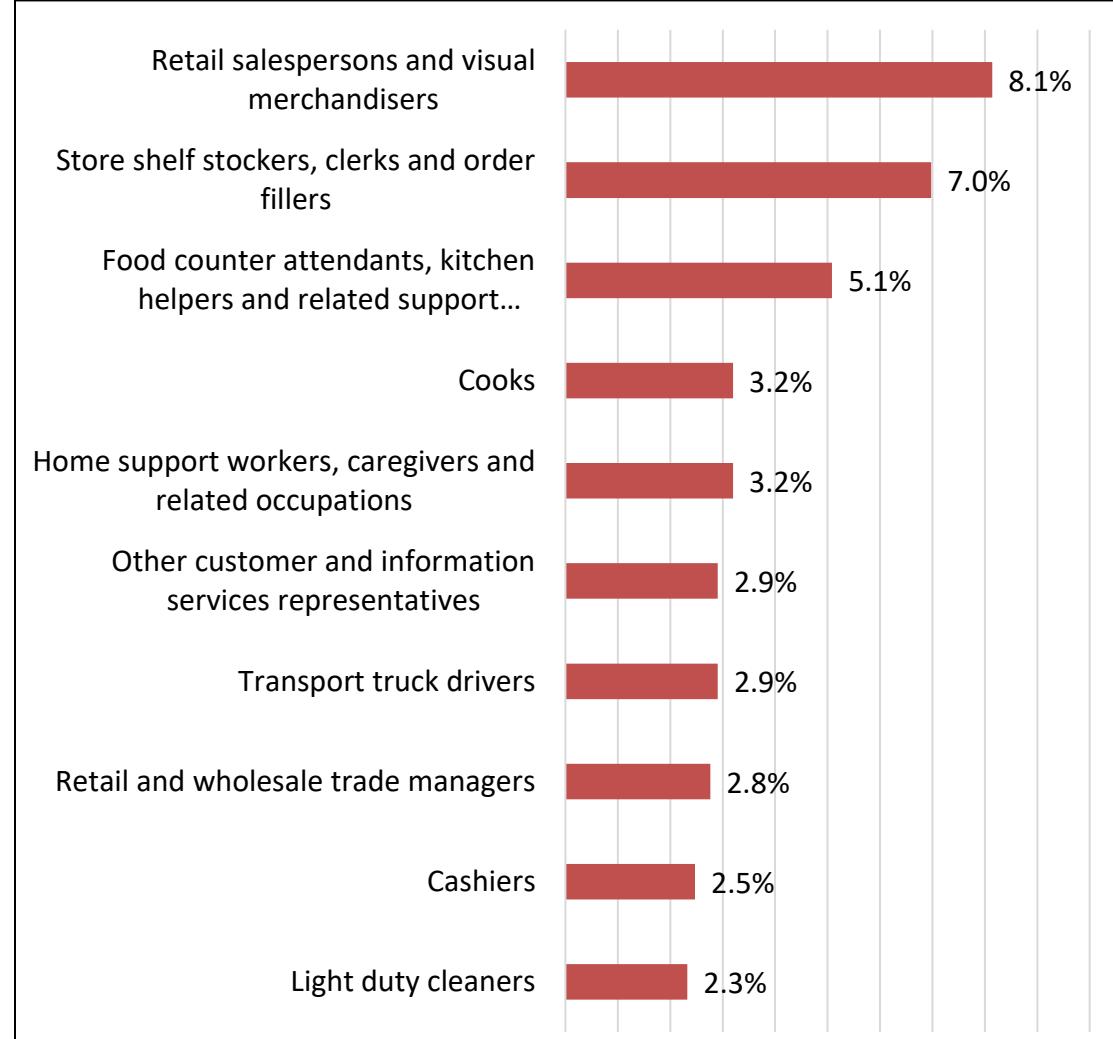
Source: Vicinity Jobs Data (April – June 2025)



Top 10 Occupations Sought in 2nd Quarter Job Postings (5-Digit NOC), Central Region

Classified Job Postings for Central (April – June 2025): 688

- Occupations most represented in the Central region's job postings included those related to sales and service (retail salespersons, store shelf stockers, retail and wholesale trade managers, cashiers); and food services (cooks, food counter attendants).
- Other areas represented in the top 10 were related to health (home support workers); supply chain (transport truck drivers); cleaning services (light duty cleaners); and information services (other customer and information services representatives).
- For the Central region, the occupation with the highest percentage of job postings was Retail Salespersons and Visual Merchandisers (8.1 per cent), followed by Store Shelf Stockers, Clerks and Order Fillers (7 per cent).



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

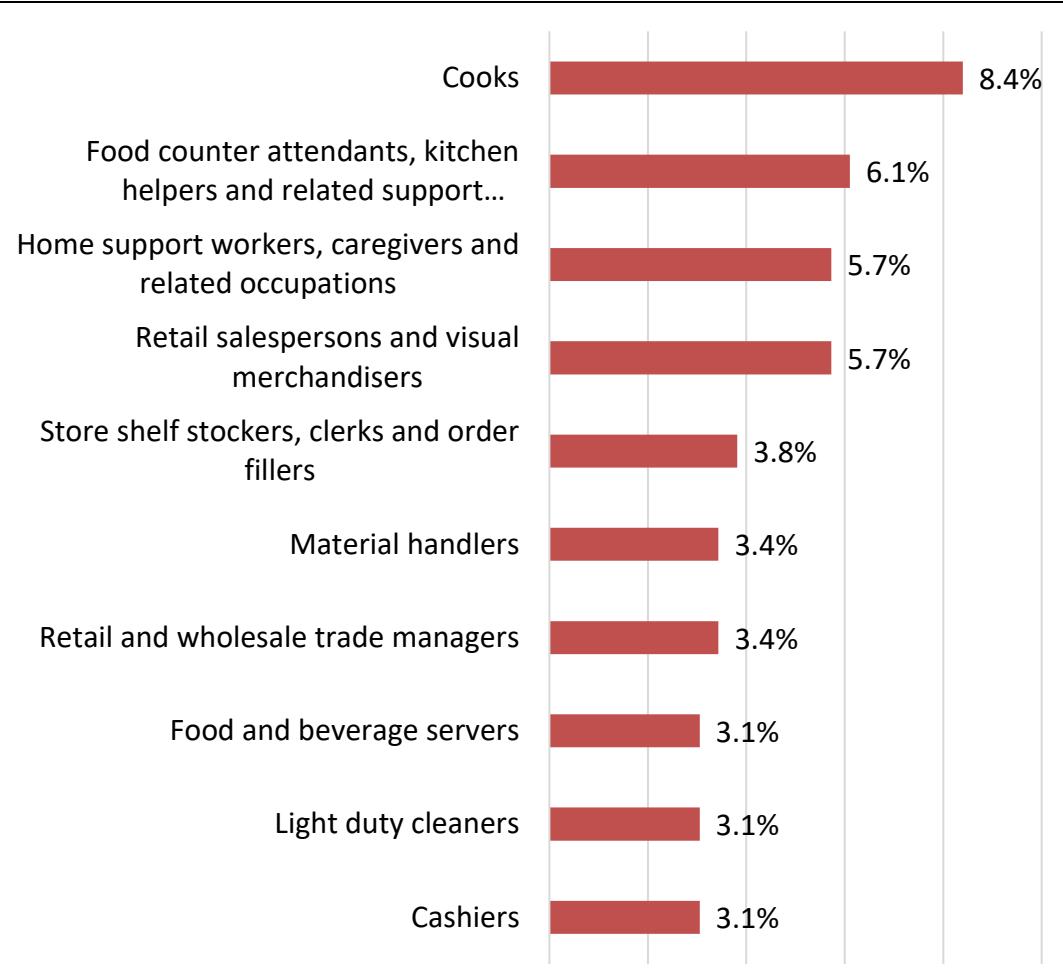
Source: Vicinity Jobs Data (April – June 2025)

Top 10 Occupations Sought in 2nd Quarter Job Postings (5-Digit NOC), Eastern Region



Classified Job Postings for Eastern (April – June 2025): 262

- Occupations most represented in the Eastern region's job postings included those related to sales and service (retail salespersons, retail and wholesale trade managers, store shelf stockers, cashiers); and food services (cooks, food counter attendants, as well as food and beverage servers);
- Other areas represented in the top 10 were related to health (home support workers); supply chain (material handlers); and cleaning services (light duty cleaners).
- For the Eastern region, the occupation with the highest percentage of job postings was Cooks (8.4 per cent), followed by Food Counter Attendants, Kitchen Helpers and Related Support Occupations (6.1 per cent).

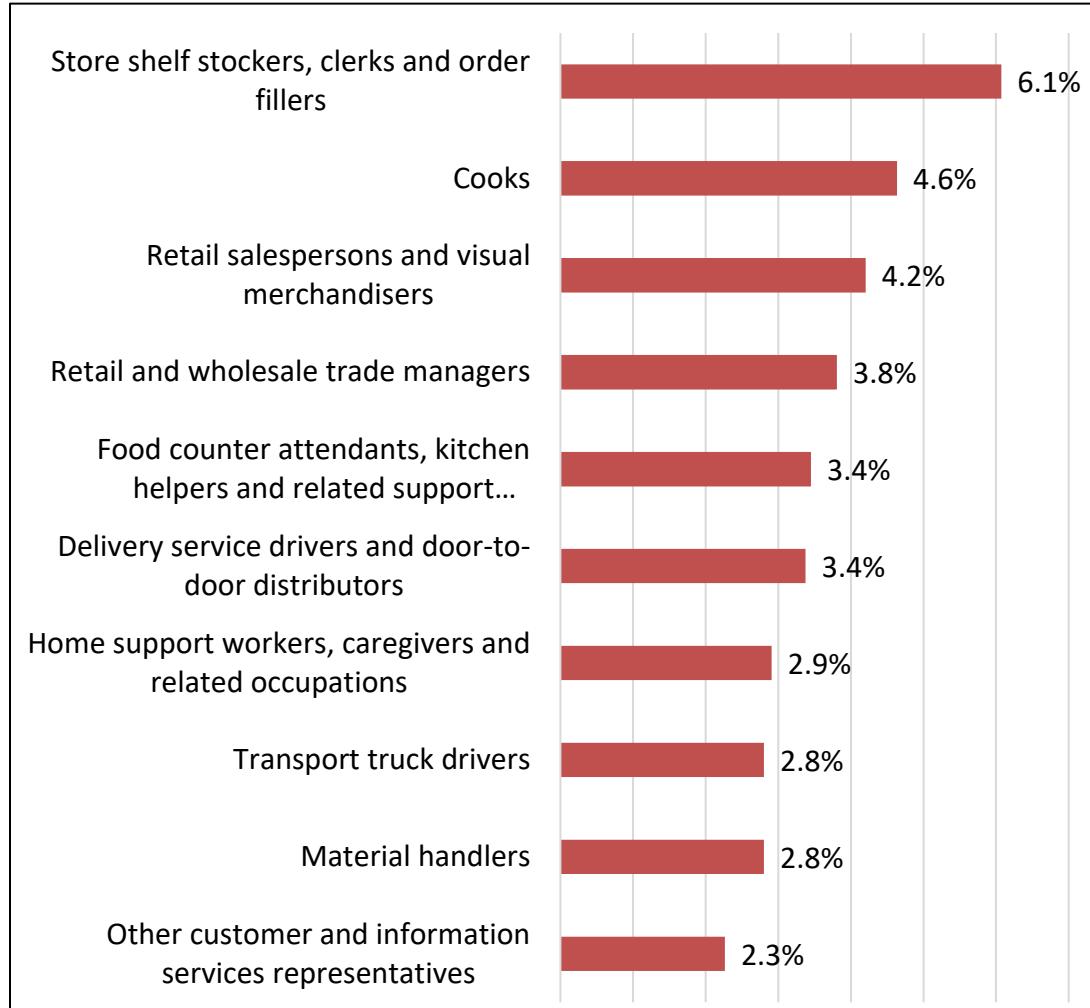


Top 10 Occupations Sought in 2nd Quarter Job Postings (5-Digit NOC), Avalon Region



Classified Job Postings for Avalon (April – June 2025): 2,783

- Occupations most represented in the Avalon region's job postings included those related to sales and service (retail salespersons, retail and wholesale trade managers, store shelf stockers); supply chain (delivery drivers, truck drivers, material handlers); and food services (cooks, food counter attendants).
- Other areas in the top 10 were related to information services (other customer and information services representatives); and health (home support workers).
- For the Avalon region, the occupation with the highest percentage of job postings was Store Shelf Stockers, Clerks and Order Fillers (6.1 per cent), followed by Cooks (4.6 per cent).



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

Source: Vicinity Jobs Data (April – June 2025)

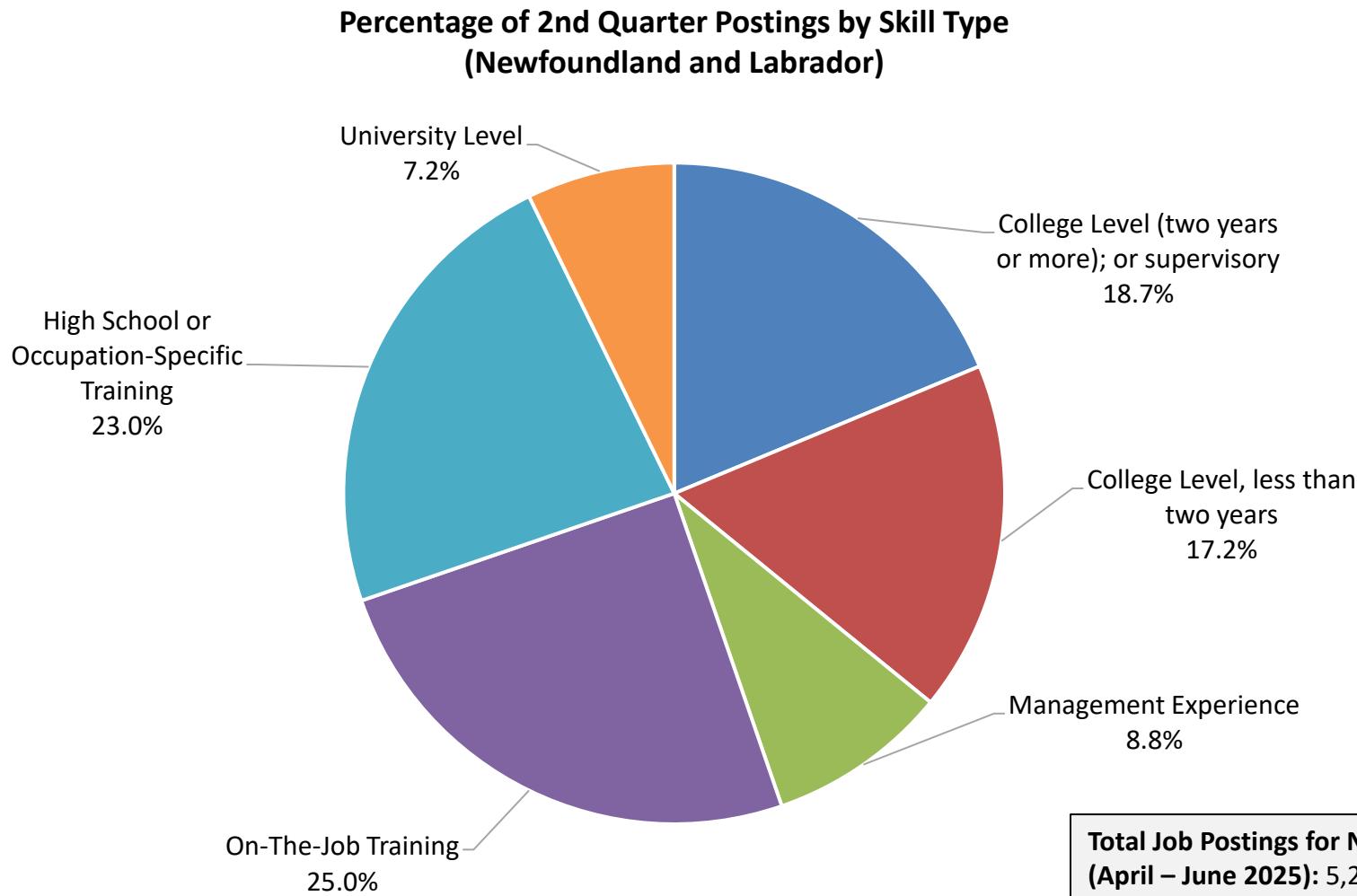
Occupation Highlights

- The total number of job postings in the province that were able to be classified by occupation in the second quarter of 2025 was 5,225. As observed in previous reports, the Avalon region had the highest number of such postings (2,783) while the Eastern region had the lowest (262).
- The occupation with the greatest number of job postings in the province was Store Shelf Stockers, Clerks and Order Fillers, and this was also true for the Western and Avalon Regions- Food Counter Attendants, Kitchen Helpers and Related Support Occupations was the highest for Labrador, and Cooks was highest for the Eastern region. Interestingly, the trend of Retail Salespersons having the highest number of postings was not prevalent in this quarter (with only Central region having its highest number of postings in this occupation).
- The increasing appearance of supply chain jobs across several regions (e.g., delivery drivers, truck drivers, material handlers) as well as provincially suggests continued (if not growing) prominence of this domain of work in Newfoundland and Labrador's economy and labour market.
- The most common occupational areas represented in job postings were sales and food services, although others such as business, and supply chain have taken on greater prominence in some regions during the second quarter of 2025. Health jobs are also relatively common (particularly for home support workers). The high prominence of sales and food services in Q2 is not unusual given that many of these types of jobs likely increase in preparation for the summer season.
- Management positions were mostly prominent in retail (specifically, in the form of retail and wholesale trade managers). This trend was similar to that seen in the previous quarter of 2025.
- As seen in previous quarters, a wide range of training and skill levels were represented in second quarter postings, including those with lower levels of skill requirement (salespersons, material handlers) as well as more specialized skill requirements (retail managers, home support workers, business professionals).

TEER Levels

(Training, Education, Experience and Responsibility)

Distribution of TEER Levels Sought in 2nd Quarter Job Postings, Newfoundland and Labrador



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

Source: Vicinity Jobs Data (April – June 2025)

Distribution of TEER Levels Advertised in 2nd Quarter Job Postings, Regional Data

| | Labrador | Western | Central | Eastern | Avalon |
|---|------------|------------|------------|------------|--------------|
| Management Experience | 9.4% | 8.5% | 8.1% | 4.6% | 9.2% |
| University Level | 9.6% | 5.0% | 6.7% | 5.3% | 7.2% |
| College Level (two years or more, or supervisory) | 23.9% | 17.9% | 19.2% | 21.0% | 17.7% |
| College level (less than two years) | 19.0% | 15.7% | 15.1% | 20.2% | 17.9% |
| High School or Occupation-Specific Training | 18.3% | 24.9% | 24.3% | 22.1% | 22.0% |
| On-the-Job Training | 19.9% | 28.0% | 26.6% | 26.7% | 26.0% |
| Total Postings | 427 | 715 | 688 | 262 | 2,783 |

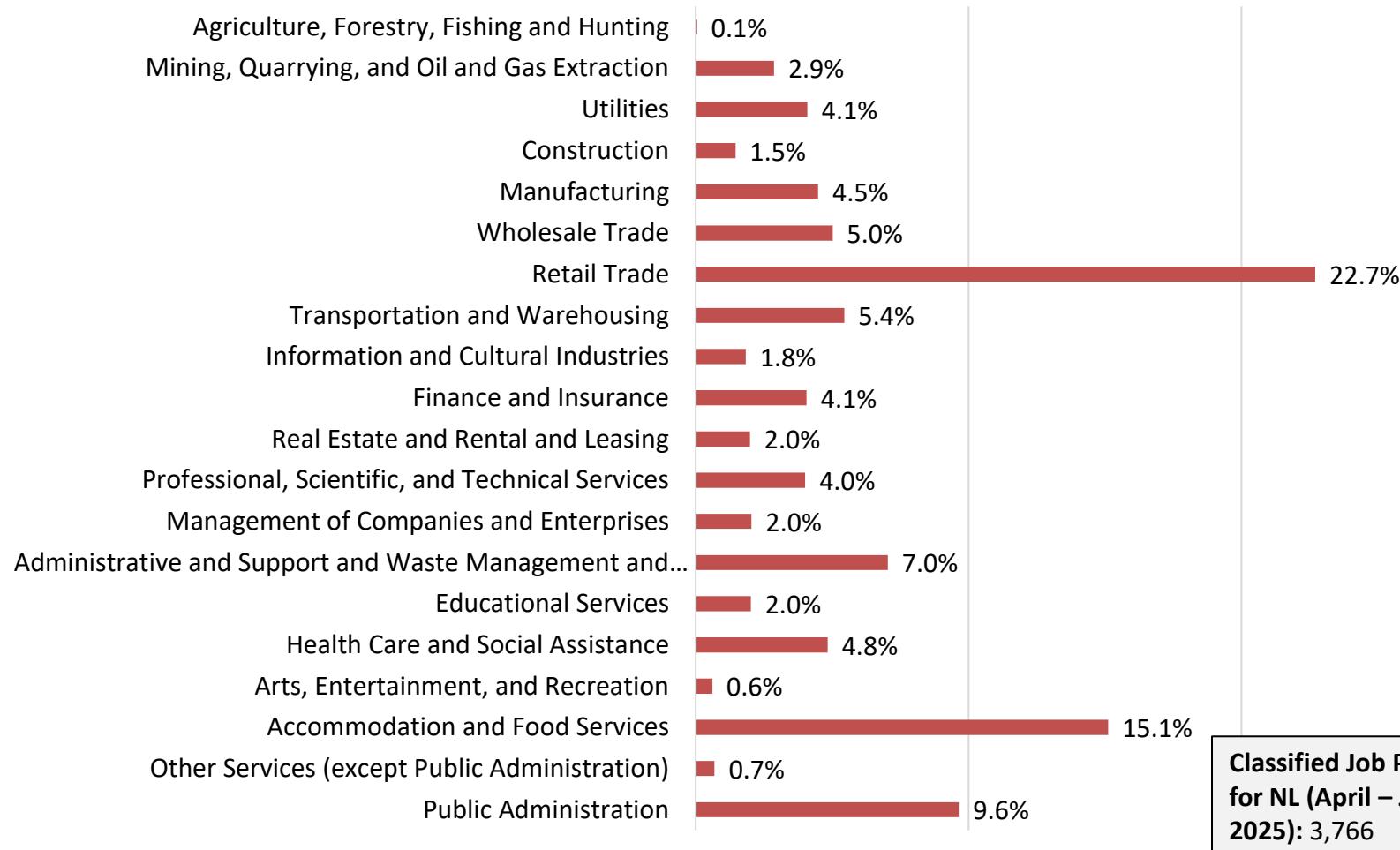
Note: : “TEER” refers to categories for “Training, Education, Experience and Responsibilities.” Percentages in this chart do not include the percentage share associated with unclassified occupations.

TEER Highlights

- In terms of TEER levels, college education and on-the-job training were the most heavily represented for the second quarter of 2025 (35.9 and 25 per cent, respectively) followed by high school or occupation-specific training 23 per cent). These trends are slightly different from Q1 of this year where high school or occupation-specific training had more postings than on-the-job training.
- The lowest percentage shares were for job postings requiring management experience (8.8 per cent) and university level (7.2 per cent).
- All regions of the province had a high percentage of job postings requiring versions of college level education (33 per cent or more for all regions). This is consistent with the first quarter of this year. The regions with the highest percentage share in college were Labrador (42.9 per cent) and Eastern (41.2 per cent).
- The region with the highest percentage of job postings requiring either management experience or some form of post-secondary education was, by far, the Labrador region (61.9 per cent). All other regions had between 47 per cent and 52 per cent of their postings in this category (with Central and Western having the lowest at below 50 per cent). The overall provincial percentage was 52 per cent.
- The percentage share of postings requiring management experience or some form of post-secondary education is lower this quarter than for the first quarter of 2025 (52 per cent compared to 56.2 per cent).

Industry Profile

Distribution of Industry Sectors for 2nd Quarter 2025 Job Postings (2-Digit NAICS), Newfoundland and Labrador



**Classified Job Postings
for NL (April – June
2025): 3,766**

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

Source: Vicinity Jobs Data (April – June 2025)

Distribution of Industry Sectors Advertised in 2nd Quarter 2025 Job Postings, Regional Data (1/2)

| | Labrador (n=339) | Western (n=529) | Central (n=457) | Eastern (n=162) | Avalon (n=1,953) |
|---|---------------------|--------------------|--------------------|--------------------|---------------------|
| Agriculture, Forestry, Fishing and Hunting | 0.0% | 0.0% | 0.2% | 0.0% | 0.1% |
| Mining, Quarrying, and Oil and Gas Extraction | 12.4% | 1.3% | 1.5% | 0.0% | 1.8% |
| Utilities | 3.5% | 0.9% | 1.3% | 1.2% | 3.2% |
| Construction | 4.4% | 0.0% | 1.5% | 0.0% | 1.6% |
| Manufacturing | 4.7% | 3.8% | 3.7% | 3.7% | 4.6% |
| Wholesale Trade | 2.9% | 5.3% | 5.0% | 4.3% | 6.0% |
| Retail Trade | 12.4% | 35.9% | 28.7% | 30.9% | 21.1% |
| Transportation and Warehousing | 9.4% | 4.2% | 3.5% | 2.5% | 4.7% |
| Information and Cultural Industries | 0.0% | 1.1% | 2.2% | 0.0% | 2.3% |
| Finance and Insurance | 2.7% | 3.0% | 4.2% | 3.7% | 4.8% |

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

Source: Vicinity Jobs Data (April – June 2025)



Distribution of Industry Sectors Advertised in 2nd Quarter 2025 Job Postings, Regional Data (2/2)

| | Labrador (n=339) | Western (n=529) | Central (n=457) | Eastern (n=162) | Avalon (n=1,953) |
|--|---------------------|--------------------|--------------------|--------------------|---------------------|
| Real Estate and Rental and Leasing | 1.8% | 2.8% | 2.2% | 1.2% | 2.2% |
| Professional, Scientific, and Technical Services | 2.1% | 1.7% | 1.1% | 2.5% | 6.0% |
| Management of Companies and Enterprises | 0.3% | 5.5% | 3.5% | 1.9% | 1.3% |
| Administrative & Support/Waste Management/Remediation Services | 9.1% | 7.2% | 9.2% | 3.1% | 6.8% |
| Educational Services | 4.4% | 3.2% | 0.9% | 1.9% | 1.6% |
| Health Care and Social Assistance | 0.3% | 2.8% | 2.2% | 6.2% | 5.0% |
| Arts, Entertainment, and Recreation | 0.0% | 0.0% | 0.9% | 0.0% | 0.8% |
| Accommodation and Food Services | 13.6% | 11.9% | 19.7% | 27.2% | 15.9% |
| Other Services (except Public Administration) | 0.0% | 0.6% | 0.2% | 1.2% | 1.0% |
| Public Administration | 15.9% | 8.7% | 8.3% | 8.6% | 9.1% |

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

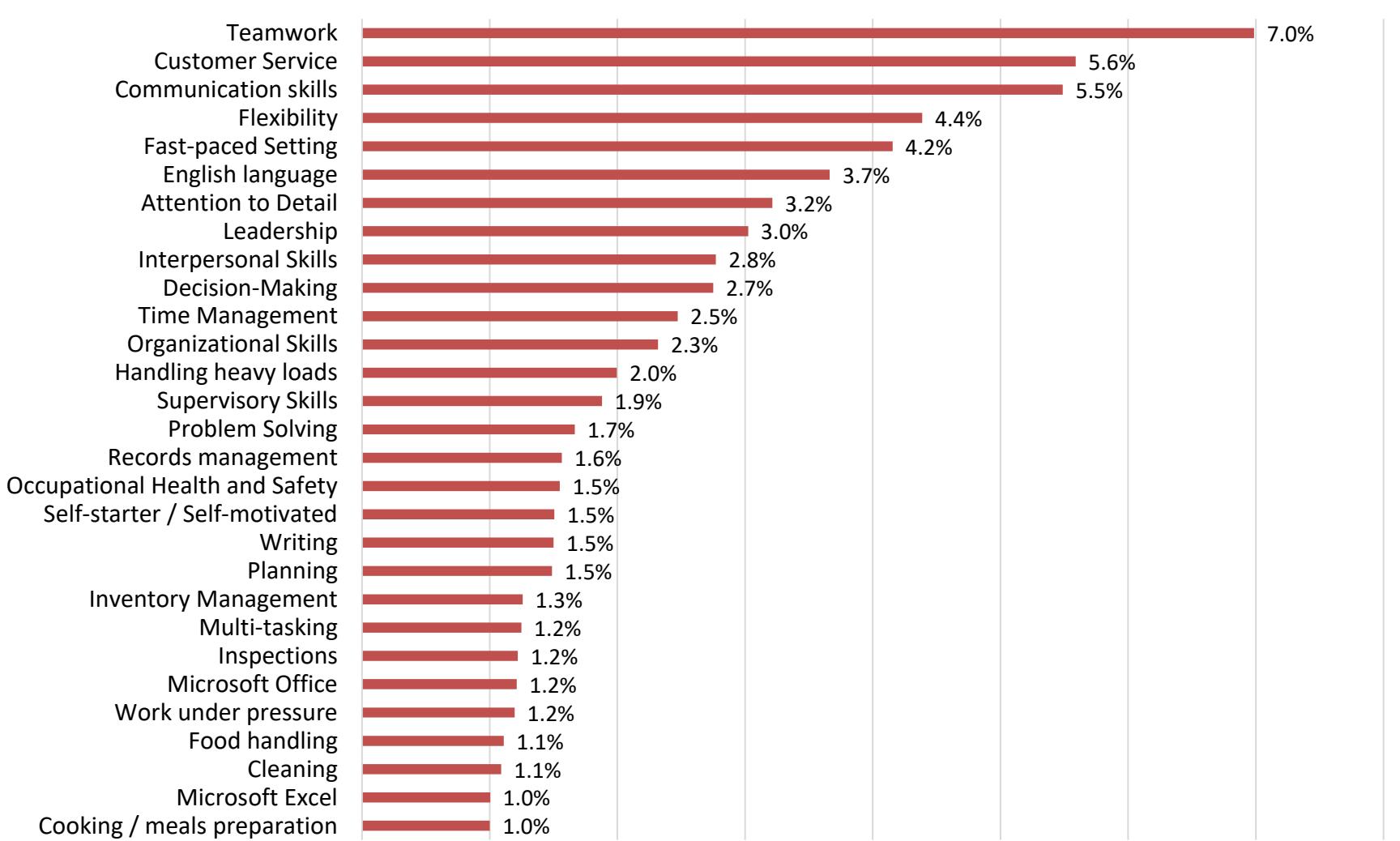
Source: Vicinity Jobs Data (April – June 2025)

Industry Highlights

- The total number of provincial job postings that were able to be classified by industry during the second quarter of 2025 was 3,766. Within Newfoundland and Labrador, the Avalon region had the highest number of such postings (1,953) while the Eastern region had the lowest (162). 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 (22.7 per cent) and Accommodation and Food Services (15.1 per cent). This was followed by Public Administration (9.6 per cent) and Administrative and Support and Waste Management (7 per cent).
- The Western and Eastern regions had the highest share of postings in Retail Trade (over 30 per cent) followed by Central and Avalon (26.7 per cent and 21.1 per cent, respectively). Labrador region had the lowest percentage at 12.4 per cent.
- The Eastern region had the highest share of postings, by far, in Accommodation and Food services (approximately 27 per cent each). All other regions had less than 20 per cent of their vacancies in this sector, with Western having the lowest (11.9 per cent). On the other hand, all regions except Labrador had approximately 8 to 9 per cent of postings in Public Administration (whereas that for Labrador was almost 16 per cent).
- Lastly, the Labrador and Central regions had the highest percentage of postings in Administrative and Support and Waste Management (approximately 9 per cent each) while all other regions had 7 per cent or less in this sector (with the Eastern region being the lowest at 3.1 per cent).

Employer Sought Skills/Qualifications

Most Popular Skills/Qualifications Sought in 2nd Quarter Job Postings, Newfoundland and Labrador



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

Source: Vicinity Jobs Data (April – June 2025), represents those with one per cent or greater mentions (515 and greater mentions during this quarter)

Skill/Qualification Highlights

- The top skills and qualifications sought in Newfoundland and Labrador job postings during the second quarter of 2025 were: Teamwork, Customer Service; Communication Skills; Flexibility; and Fast-Paced Setting. These were the same as the top skills and qualifications in the first quarter of 2025 (except with Customer Service being followed by Communication Skills in Q2, whereas the opposite was true in Q1).
- 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: cooking preparation, software skills (Microsoft Office, Microsoft Excel); and English Language. For more transferable skills, notable entries included: flexibility, attention to detail, problem solving, and organizational skills.
- Many of the top skills sought in the regions were similar to those at the provincial level, but sometimes in different order:
 - The top skills and qualifications sought in the **Labrador region** were: Teamwork, Communication Skills; English Language, Customer Service; and Flexibility.
 - The top skills and qualifications sought in the **Western region** were: Teamwork, Customer Service; Flexibility, Communication Skills; and Fast-Paced Setting.
 - The top skills and qualifications sought in the **Central region** were: Teamwork, Customer Service; Communication Skills; Fast-Paced Setting,; and Flexibility.
 - The top skills and qualifications sought in the **Eastern region** were: Teamwork, Customer Service; Communication Skills, English Language; and Flexibility.
 - The top skills and qualifications sought in the **Avalon region** were: Teamwork, Customer Service, Communication Skills; Flexibility, and Fast-Paced Setting..