

Labour Market Information News

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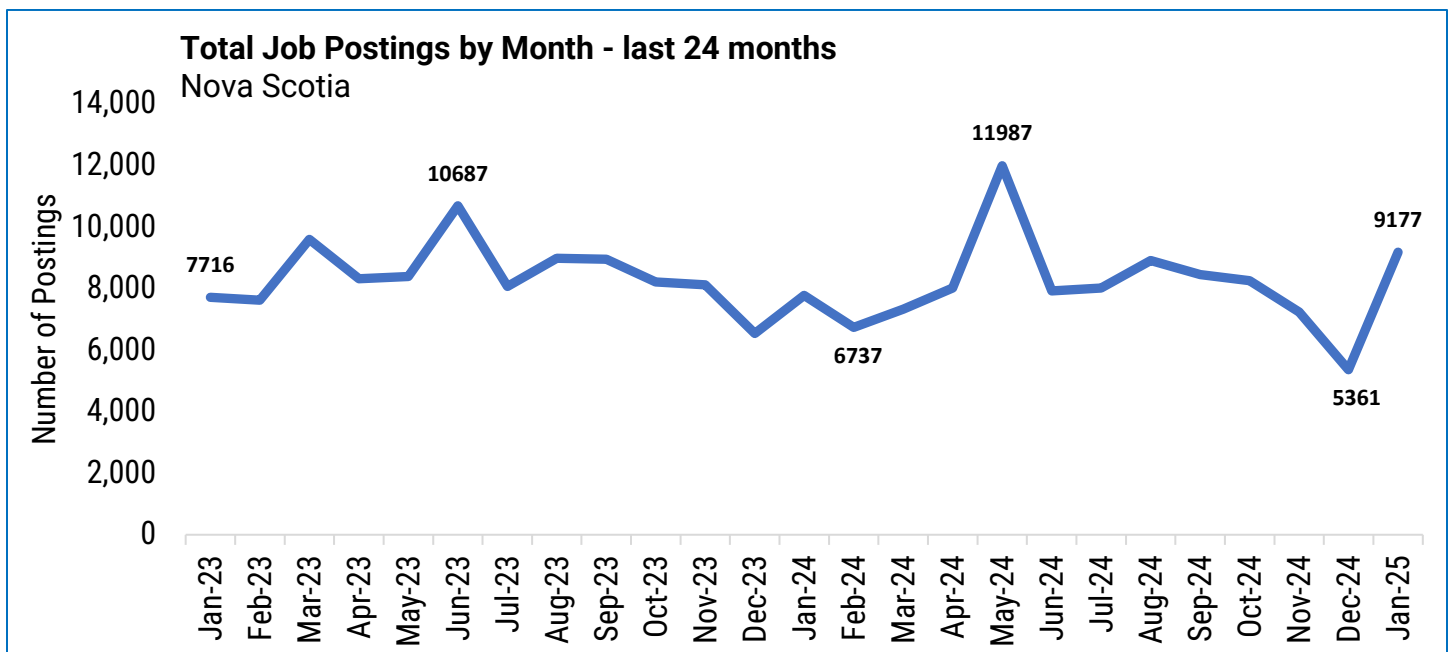
February 2025

Online Job Postings in Nova Scotia – January 2025

Overview

The total number of job postings in Nova Scotia measured by Vicinity Jobs was 9,177 during the month of January 2025 (seasonally unadjusted). Total postings increased by 1,406 (+18.1%) compared to January 2024. This data is preliminary and may be revised.

During the month of January, the number of job postings by industry was highest for “health care & social assistance” and “retail trade”, followed by “accommodation and food services”.



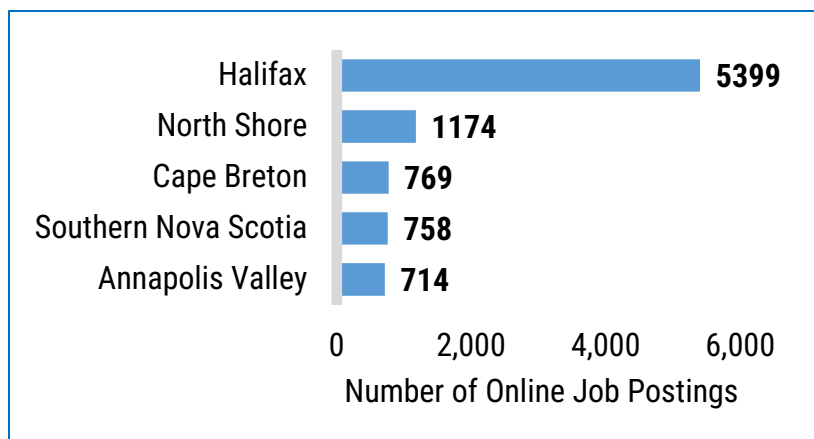
Total Online Job Postings

- During the month of January 2025, there were 9,177 online job postings in Nova Scotia – up 71.2% (+3,816 postings) from the prior month. Year-over-year, the number of postings were 18.1% higher than in January of 2024, when 7,771 jobs were posted.
- The average number of postings over the trailing 12-month period (February 2024 to January 2025) was 8,116 – 3.8% lower than the average in the same period in the previous year (February 2023 to January 2024) of 8,436.

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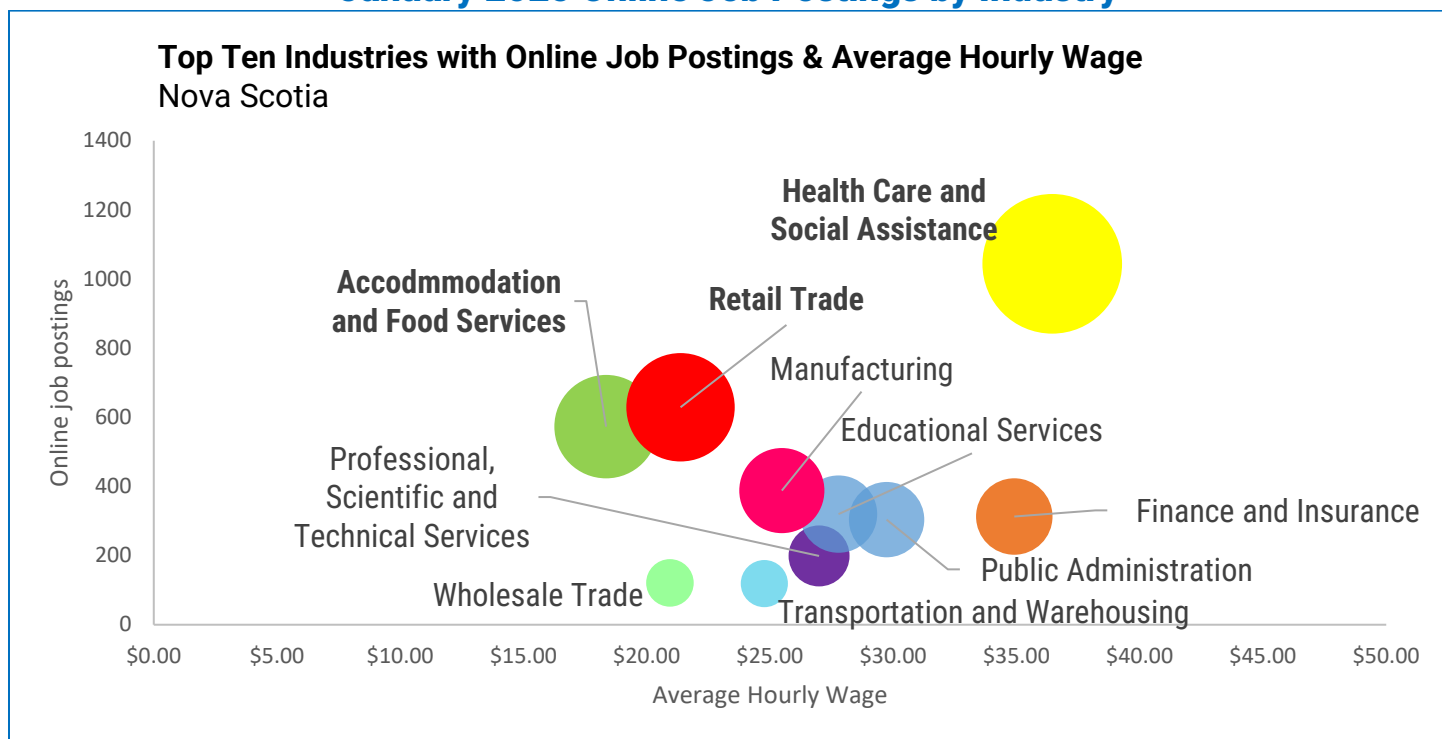
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January 2025 Online Job Postings by Economic Region



- Most online job postings in the month of January were in the Halifax economic region (5,399 postings, 61.3% of postings with identified economic regions).
- This was followed by the North Shore (13.3%), Cape Breton (8.7%), Southern (8.6%), and Annapolis Valley (8.1%) regions.
- Economic regions were identified in 96% of job postings.

January 2025 Online Job Postings by Industry

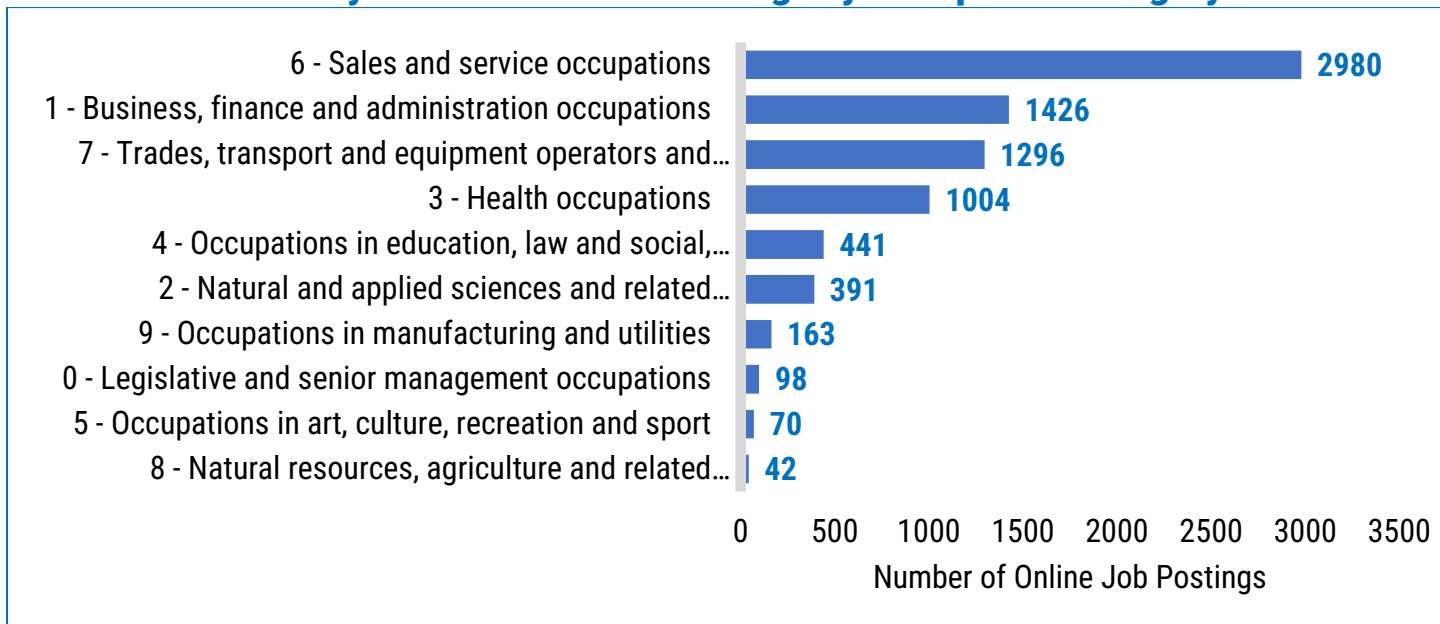


- The chart above contains the top ten industries by total online job postings in Nova Scotia and their offered average hourly wage over the month of January 2025.
- “Health care and social assistance” (1044 postings, 23.0%) had the highest number of job postings, followed by “retail trade” (629 postings, 13.9%) in January. “Accommodation and Food Services” came in third (573 postings, 12.6%).
- The highest average hourly wage was offered in “utilities” (\$40.95/hour), followed by “health care and social assistance” (\$36.45/hour) and “finance and insurance” (\$34.91/hour).

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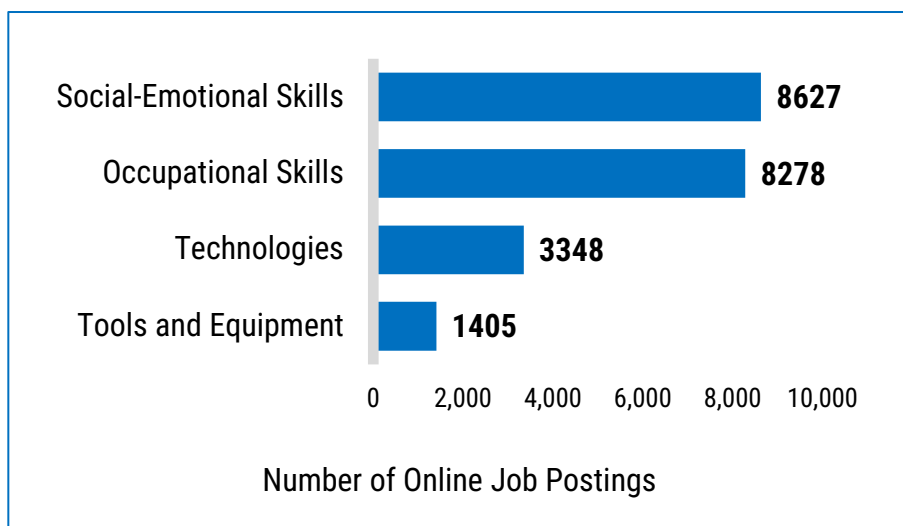
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January 2025 Online Job Postings by Occupation Category



- The occupation category with the most online job postings in January was “sales and services,” accounting for 37.7% of all identifiable postings, followed by “business, finance and administration” (18.0%), and “trades, transport and equipment operators and related occupations” (16.4%).

January 2025 Online Job Postings by Skill Group



- Among online job postings, 96.2% of postings in January (8,627 postings) required social-emotional skills.
- 92.3% of postings (8,278 postings) listed occupational skills¹ as a requirement, followed by technological skills (3,348 postings, 37.3%), and tools and equipment (1,405 postings, 15.7%).

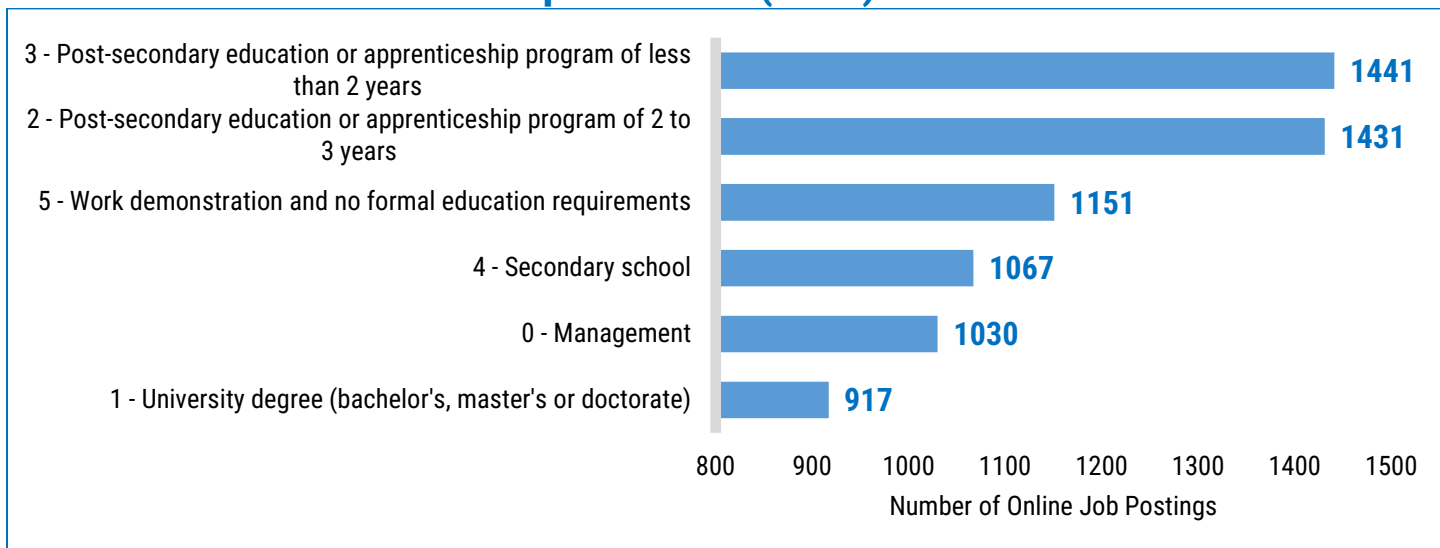
▪ Note: a posting may have requirements matching multiple skill groups.

¹ Occupational skills are a set of knowledge and skills that employees need for a specific job or occupation.

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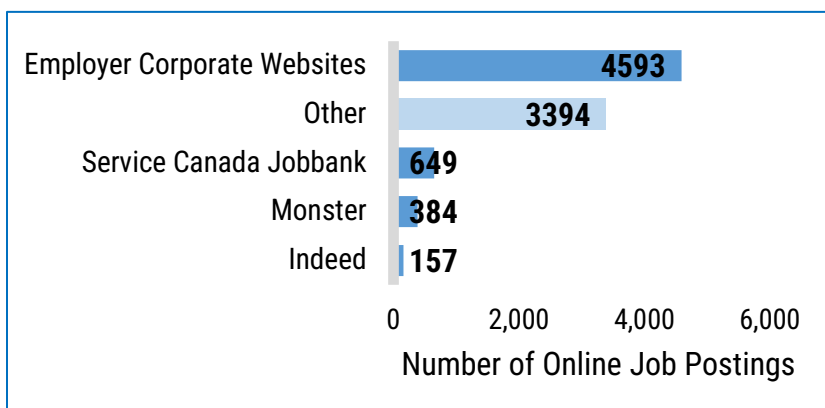
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January 2025 Online Job Postings by Training, Education, Experience & Responsibilities (TEER) Level



- In contrast with postings by skill group, online job postings are only matched to one training, education, experience & responsibilities (TEER) level where requirements are identified. TEER levels replaced skill levels with the transition to the 2021 version of the National Occupational Classification (NOC) system.
- The most common skill level required of online job postings in January was “post-secondary education or apprenticeship program (less than 2 years)” (1,441 postings, 20.5%), “post-secondary education or apprenticeship program (2 to 3 years)” (1,431 postings, 20.3%), “work demonstration and no formal education requirements” (1,151 postings, 16.4%), “secondary school” (1,067 postings, 15.2%), followed by “management” (1,030 postings, 14.6%), and “university degree” (917 postings, 13.0%).
- Among non-managerial postings, 76.0% of postings in January required a formal education (secondary school or higher).
- The TEER category of the remaining 2,140 job postings in January (23.3% of the total) could not be identified.

January 2025 Online Job Postings by Source



- Employer corporate websites were the main source of 50.0% of January’s online job postings (4,593 postings).
- Service Canada Job Bank (649 postings, 7.1%) was also a significant source of online postings. Monster was the source of 384 job postings (4.2%), and Indeed recorded 157 postings (1.7%).

Note: Vicinity Jobs identifies original postings and eliminates duplicate reposts.

Appendix – TEER Categories and Examples of Jobs²

TEER	Occupation types	Examples
TEER 0	Management occupations	Advertising, marketing, and public relations managers Financial managers
TEER 1	Occupations that usually require a university degree	Financial advisors Software engineers
TEER 2	Occupations that usually require <ul style="list-style-type: none"> - a college diploma - apprenticeship training of 2 or more years, or - supervisory occupations 	Computer network and web technicians Medical laboratory technologists
TEER 3	Occupations that usually require <ul style="list-style-type: none"> - a college diploma - apprenticeship training of less than 2 years, or - more than 6 months of on-the-job training 	Bakers Dental assistants and dental laboratory assistants
TEER 4	Occupations that usually require <ul style="list-style-type: none"> - a high school diploma - several weeks of on-the-job training 	Home child care providers Retail salespersons and visual merchandisers
TEER 5	Occupations that usually need short-term work demonstration and no formal education	Landscaping and grounds maintenance labourers Delivery service drivers and door-to-door distributors

² Source: Immigration, Refugees and Citizenship Canada