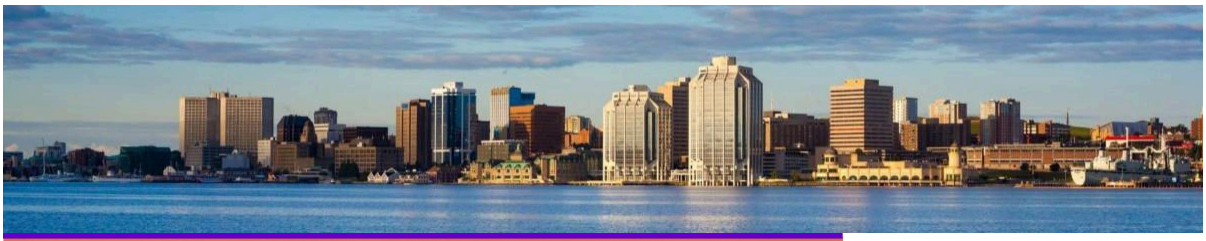
The Atlantic Labour Market Report's

Labour Market Hot Sheet

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JobDevelopment.org/AtlanticLMR April 23, 2026





Survey reveals what early career workers need to succeed

Career Planning / Job Search

New research from **Robert Half Canada** reveals what today's professionals say matters most for early career success. According to a survey of 1,005 experienced workers, 40 per cent say candidates should be prepared to demonstrate knowledge of AI tools when applying to roles. At the same time, 36 per cent of respondents caution against using AI to overstate skills or experience.

Throughout the Maritimes, as well as in Newfoundland and Labrador, youth unemployment has become chronic. According to last month's **Labour Force Survey,** published by **Statistics Canada**, the unemployment rate for young men (ages 15-24) ranged from a low of 12.3 per cent in Prince Edward Island to a high of 20.1 per cent in Newfoundland and Labrador.

The experiences of young women is better, but still far below the population. The lowest unemployment rate for young

CJD NETWORK

[Canadian Job Development Network]

Hard skills make the difference in employment

This week for **#MotivatingMondays,** we talked about how hard-skills are the best path to employment. Here's a breakdown for skills that would have the most positive impact in the workplace:
(1) **Technical, practical or job specifi**c, 30.7%;
(2) **Customer service**, 10.2%; (3) **Critical thinking**, 9.6%;
(4) **Problem solving**,

women was in Prince Edward Island at 6.7 per cent with the highest unemployment in Newfoundland at 14.9 per cent.

For core-age workers (25-54), the unemployment rate for men ranges from 5.7 per cent to 7.2 percent. Women throughout Atlantic Canada maintain an unemployment rate of about 5.2 per cent. Unemployment in Nova Scotia and New Brunswick were in the mid-range for both populations.

With a youth unemployment rate running two to three times higher than the base population, all of the Atlantic provinces need to look at strategies to build their future workforce.

To this end, young workers need to better understand the expectations of employers and ways in which work is changing.

Survey respondents to Robert Half point to foundational workplace behaviours as key areas where new professionals require the most guidance, including:

- *Time management and punctuality (71%)*
- *Communication and responsiveness (51%)*
- *Effective meeting participation (49%)*
- *Reviewing and refining AI-generated work for accuracy (31%)*

"AI skills are quickly becoming table stakes in today's workforce," said Koula Vasilopoulos, senior managing director, Robert Half, Canada. *"What truly sets early career professionals apart, however, is their ability to think critically, make sound decisions, and take ownership of outcomes."*

A first professional role can set the foundation for long-term success, and according to Robert Half survey respondents:

- *80 per cent recommend evaluating opportunities based on long-term potential*
- *68 per cent advise being open to in-office work to accelerate learning and relationship-building*

"No one expects someone starting out to have all the answers on day one," Vasilopoulos added. *"What makes a difference is showing genuine curiosity, understanding professionalism, and being intentional about building skills and relationships over time."*

According to Robert Half, employers aren't necessarily expecting deep technical expertise. Instead, the organization states that workers should demonstrate familiarity with AI tools — particularly the ability to review AI-generated content, recognize its limitations and take responsibility for the final product.

'Help wanted': N.B. is on track to lose 20% of workforce to retirement

Demographics / Economic Planning

9.6%; and (5) **Team working**, 6.0%

IN CASE YOU MISSED IT

Read the Apr. 20th Job Development Pulse

Watch it on Youtube

We make these sessions available EVERY WEEK on **YouTube** and most podcast platforms for people who can't attend in person. This is a great way of filling your time if you're a fan of NHL hockey in Vancouver, Calgary or Toronto.

Email:
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Next Topic:
Mastering the art of 'Discovery'
Join us
Mon. Apr. 27, 2026

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A new report by a New Brunswick-based economist, sounds the alarm on the province's future if nothing is done to replace its aging population. David Campbell found 20 per cent of the workforce is slated to retire within the next 10 years, with health care, construction and retail taking the biggest hit.

The health-care sector will need to fill 30,100 replacement and growth positions by 2035, the report projects. Construction comes in second, needing 16,300 positions filled, followed by retail at 13,100. "This is a community survival issue. We have communities that within 10 years, across New Brunswick, across Atlantic Canada, where 50 per cent of the population are going to be over the age of 65," Campbell said.

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Atlantic Labour Market Report
Published by
Labour Market Solutions
Tel: 604-288-2424
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Website: AtlanticLMR

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Province launches skilled trades strategy for African Nova Scotians

Employment Supports / Construction

The **Province**'s new African ***Nova Scotian Skilled Trades Strategy*** aims to recruit, retain and support youth in the sector. Developed in partnership with the **Nova Scotia Apprenticeship Agency** and The **PREP Academy**, the strategy is supported by a $480,000 investment over two years to help strengthen the province's skilled workforce. The initiative includes one-on-one coaching for apprentices, career navigation for youth exploring trades pathways, and programming for families and caregivers. The PREP Academy will work closely with the **Nova Scotia Apprenticeship Agency**, **Nova Scotia Community College**, employers, sector councils and community organizations to deliver culturally relevant training and mentorship. The strategy recognizes both the opportunities for African Nova Scotian youth in the skilled trades and Nova Scotia's significant need for skilled workers.

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Health PEI welcomes 10 new nurse practitioners graduates

Health / Education



Health PEI is pleased to announce the hiring of 10 newly graduated Nurse Practitioners (NPs), who will begin joining health care teams across the province in May and June, with additional hiring anticipated in the coming months. As part of **Health PEI**'s ongoing commitment to connecting Islanders to care, seven of the newly hired NPs will work in primary care settings in Charlottetown, Summerside and Montague. Their work will help more patients and families access timely, team-based care closer to home.

"These Nurse Practitioner graduates represent meaningful progress in our efforts to strengthen primary care and improve access for Islanders," said Shannell MacKinnon, Director NP Clinical Practice and Education at Health PEI. "Nurse Practitioners play a vital role in our health system, and their addition will strengthen care teams and support patients, families, and communities throughout the province." The addition of these NPs supports Health PEI's broader work to build strong, interdisciplinary care teams and ensure Islanders receive the right care, in the right place, at the right time.

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2 nursing regulators combine as 'one-stop-shop' in NL College of Nurses

Nursing / Health Administration

Newfoundland and Labrador's two nursing regulating bodies have combined as the NL College of Nurses but say the mandate remains the same — ensuring patients get safe, proper, ethical care. CEO and registrar Lynn Power said merging the College of Registered Nurses and College of Licensed Practical Nurses is the culmination of a few years of work, which required legislative changes.

The college will now regulate nurse practitioners, registered nurses (RNs) and licensed practical nurses (LPNs) in the province. Deputy registrar Wanda Wadman said by working as one nursing regulator they can better ensure consistency among standards of practice, code of ethics, program approval for education, as well as consistency with how its professional conduct review processes are rolled out. One of the college's roles is to set standards and investigate if a nurse is alleged to have fallen short of those standards, said Power. Now all nurses will go through one process.

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Major labour market stories from the past week

Breaking Labour Market News for New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland and Labrador

- Newfoundland and Labrador university hiring only 'equity group' professors (Click Here)
- New Brunswick extends tuition bursary programs for paramedics, medical technicians (Click Here)
- Canadian Companies Rapidly Adopting AI, But Most Employees Aren't Getting Trained To Use It (Click Here)
- New production line brings local apples to N.S. schools (Click Here)
- Dept. of Post-Secondary Education develops plan to improve accessibility in government (Click Here)
- New Brunswick town says aging population leading to employment concerns (Click Here)
- From Arrival to First Job in Canada: How Long It Really Takes Newcomers (Click Here)
- Newfoundland and Labrador Government Recognizes Recipients of the 2026 RISE Awards (Click Here)
- Oulton's College opens new campus for nursing, paramedic students (Click Here)
- New services "hub" in Corner Brook saves young people the trip to St. John's (Click Here)
- Make a Difference by Joining an Agency, Board or Commission (Click Here)
- Canada is producing more graduates than ever — so why is it harder to find a job? (Click Here)
- Tourism and Hospitality Management diploma accredited (Click Here)
- New Brunswick releases teacher retention and recruitment strategy (Click Here)
- Moncton college opens health campus after $3-million expansion (Click Here)
- Oulton College Opens Elmwood Health Campus to Strengthen New Brunswick's Healthcare Workforce (Click Here)
- Halifax's auditor general raises concerns over municipal water utility's hiring procedures (Click Here)

This Week on LinkedIn

Please take the time to 'like' or follow:

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Christian Saint Cyr on **LinkedIn**

Check out our new Podcast: **#MotivatingMondays** which looks exclusively at the Job Development Sector.

- Newfoundland and Labrador holds third provincial immigration selection round of 2026 (Click Here)
- How the ocean is powering Nova Scotia's economy (Click Here)
- PEI labour and industrial relations office moving to new location (Click Here)
- Plan developed to improve accessibility in government (Click Here)

On our social media feeds we only post labour market and job search information, research and the occasional ironic observation. You can trust our **LinkedIn** feeds. We carefully evaluate social media posts to see if they would be valuable to you.

We don't want to waste your time. We're not going to delve into breaking news stories like: **Philippine President Marcos does jumping jacks to disprove health rumors**. *Wait a minute, the standard test of presidential competency isn't telling the difference between a whale and a camel? In all future elections, politicians should have to do 100 jumping jacks in order to seek high office*.

Your time is valuable and we wouldn't want to waste it, follow us on LinkedIn :-)

Community Calendar

Career Development Events

Atlantic Strong: 16 ways trade is changing our labour market
The 2026 Atlantic Labour Market Conference, LMC26
June 25th and 26th, 2026
**** 30% Discount for Registrations Received by May 14, 2026 ****
Hosted online by the Atlantic Labour Market Report
Learn More: Conference Website | Information Sheet | Registration

#MotivatingMondays for Job Developers
Monday April 27th at 12:30pm in the Maritimes / 1:00pm in Newfoundland
Topic: Mastering the art of 'Discovery'
Hosted by the Canadian Job Development Network
Free for All Attendees
Start your free membership to get your weekly link
For more info: www.JobDevelopment.org

Job Postings

Career Development Employment

To post a job here, please email: admin@labourmarketsolutions.ca
(When you write your cover letter, please mention you saw this advertisement in the Atlantic Labour Market Report)

Job Coach
Atlantic Human Services
Moncton, NB
Closes: Unknown

Recruitment Coordinator
FundyPros Specialty Construction
Dieppe, NB
Closes: Unknown

Employment Counsellor (4-day work week)
Avalon Employment Inc.
St. John's, NL
Closes: Unknown

Mental Health Worker - Employment Unit
Canadian Mental Health Association
Alberton, Prince Edward Island
Closes: Unknown

Did you know?

Fascinating Facts

Military recruitment hit a three-decade high when the Canadian Armed Forces brought in 7,310 new members over the past year. That's 600 more than the previous year, when the military brought in 6,710 recruits. The armed forces received more than 44,000 applications to join the regular force over the past year, 62 per cent more than the year before.

- Canadian Armed Force

Quote of the Week

Career Inspiration.

"Concentrate all your thoughts upon the work at hand. The sun's rays do not burn until brought to a focus."

- Alexander Graham Bell

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