

POWERED BY PEOPLE

Workforce Development Strategy



“ACQUIRING THE RIGHT TALENT IS THE MOST
IMPORTANT KEY TO GROWTH. HIRING WAS —
AND STILL IS — THE MOST IMPORTANT THING
WE DO.”

— *MARC BENIOFF*

TALENT IS KING

Since 2020 Saint John Region:

Labour Force has grown by: **500**

3,040 Current job vacancies – 1,160 had been added

WHAT THE STRATEGY IS NOT

This is not about counting and creating jobs.

It's about creating a winning formula that self-generates and outperforms when it comes to attracting and retaining the people we need to grow.



A photograph of two women sitting in a modern office lounge. They are seated in dark leather armchairs, facing each other. The woman on the left has dark hair and is wearing a dark top and pants. The woman on the right has long, wavy blonde hair and is wearing a dark jacket. They are in a room with large glass windows that look out onto a cityscape. The lighting is warm and the overall tone is professional and collaborative.

THE BIG PICTURE

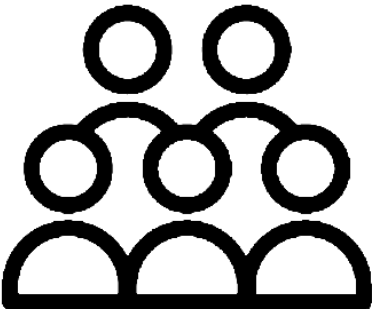
- **Fierce Competition:** labour demand is greater than labour supply.
- **Evolving Demographics:** Gen Z entering the workforce; Boomers exiting in big numbers.
- **Post-Covid:** talent is more mobile, expects flexibility and choice, priorities have shifted.
- **Power Dynamics:** if companies do not meet job seekers needs and values, they will look elsewhere.
- **Economic Drivers:** demand for new roles and skills; low carbon, tech.
- **Productivity Metrics:** employers need increased productivity from humans and machines to stay competitive.

WHAT HAS TO BE TRUE TO WIN?

1. The careers of the Saint John region are well defined - for today and tomorrow.
2. Saint John region is recognized for distinct career opportunities and sectors.
3. Saint John region is known as a great place to work and advance a career.

WHAT IT WILL LOOK LIKE **WHEN** **WE WIN**

POPULATION GROWTH



Increase the regional population by 25,000 people

MORE TAX REVENUE



Increase municipal tax base by 30-35%

STRONGER PLACE BRAND



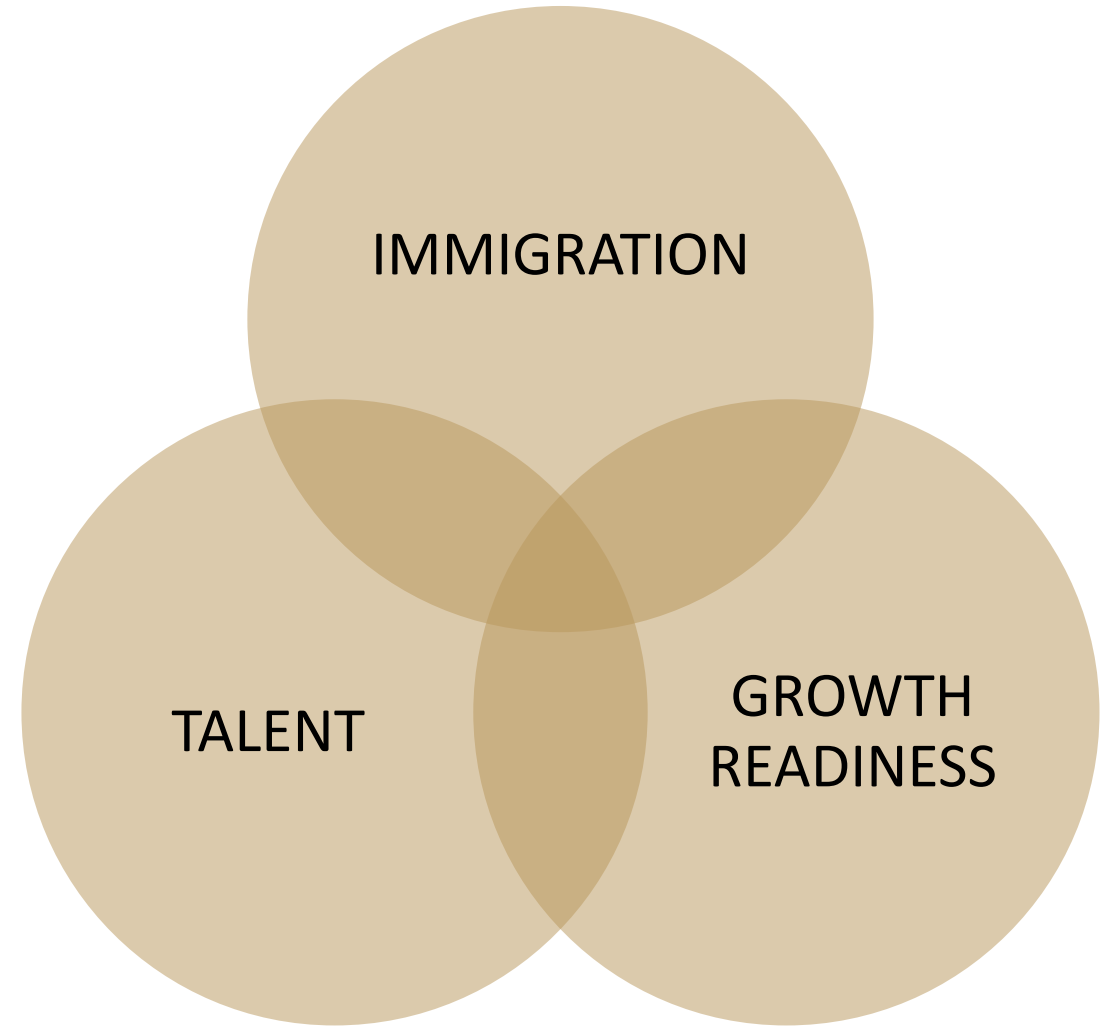
Increase place brand with proud community ambassadors

WHERE DO WE START?

TRUE	BUT, ALSO TRUE
Dynamic, active, engaged, creative ecosystem; 35 support and job readiness organizations.	Silo'd, congested, not connected with employers.
Priority, focus, well-funded; WorkingNB, ACOA, ONB, ESDC, IRCC, etc.	Duplication, diminished ROI, mandate scope creep to secure funding.
Robust post-secondary institutions, global headquarters and growing businesses.	Weak talent pipelines, poor connection between employers and academia, HR capacity gaps.
Care, compassion, empathy for individuals.	Processes and systems may not be client-centric or scalable.
Programs, solutions, activity.	One size fits all, root issues not addressed.



WHERE DO
WE START?



An aerial photograph of Saint John, New Brunswick, showing a dense urban area with a large harbor. A large cruise ship is docked at the pier on the left. The city extends to the water's edge, with various buildings and structures visible. The background shows a hazy landscape with hills under a cloudy sky. The entire image has a dark teal overlay.

THE ROLE OF THE AGENCY

GALVANIZE THE TALENT DEVELOPMENT ECOSYSTEM

INDIVIDUALS • ORGANIZATIONS • PARTNERSHIPS

STRATEGIC WORKFORCE PARTNERSHIP

- Envision Saint John has the mandate and funding - WorkingNB \$1M annually - to support a **regional immigration strategy** and **drive the priority provincial outcomes** for the Saint John region:
 - Population Growth
 - Labour Force Participation Rate
 - Labour Force Growth
 - Employment Growth
 - Percentage of Newcomers Retained
- Led by Envision Saint John - standing members include WorkingNB and OpportunitiesNB.

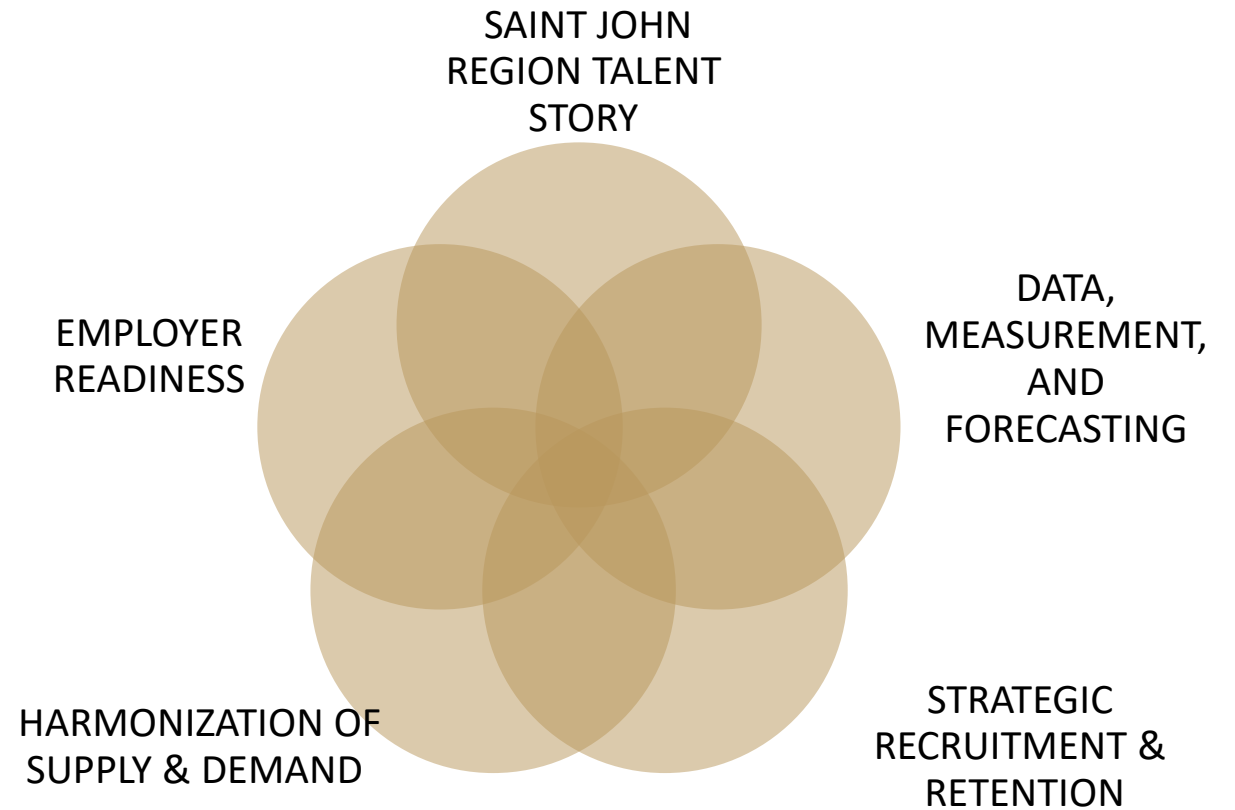
A lighthouse with a white, shingled body and a dark, octagonal lantern room with a glass-enclosed top. The lighthouse is situated on a rocky shore. In the background, a body of water is visible with several sailboats. The sky is overcast and grey. The entire image has a dark, teal-blue tint.

HOW DO WE MAKE IT HAPPEN

THE TALENT SUCCESS FRAMEWORK

5 STRATEGIC AREAS OF FOCUS

Inter-connected and inter-dependent



Employer Supports & Talent Attraction Marketing Material



DISCOVER A MEANINGFUL CAREER

By joining the ASD-South team, you are connecting to an engaged, supportive community, that focuses on innovative teaching, and offers professional development opportunities.

We promote positive education and social emotional learning practices, and are committed to respectful, inclusive classroom environments.

New Brunswick Teacher's Pension Plan has reciprocal transfer agreements with plans across Canada.

LIVE IN PERFECT BALANCE

In the Saint John region work-life balance is the norm, not just the dream.

It's *20 minutes from door to shore.*

It's a vibrant city, surrounded by welcoming communities, and nature all around. It's commutes so short, you'll never finish that audiobook.

Housing prices in the urban core and family friendly communities are a fraction of those in big cities.

With multiple global headquarters based in the region, there are exciting opportunities for job-seekers in your family.

EXPLORE THE VIBRANCY

Enjoy access to the natural spectacle of the highest tides in the world with the Bay of Fundy at your door step.

Experience the heritage in Canada's first incorporated city with extraordinary architecture and history.



Why the Saint John Region Customized Postcard

+ Job Description



+ Job Title and Overview

Add the job title in clear, concise language that accurately describes the position, then identify the department and supervisor for the position.

+ Essential Job Functions

- List the essential job functions and responsibilities of the position.
- Note any licensing or qualifications necessary for the job functions.
- Identify any specific skills or experience required to perform the job functions.

+ Education and Experience

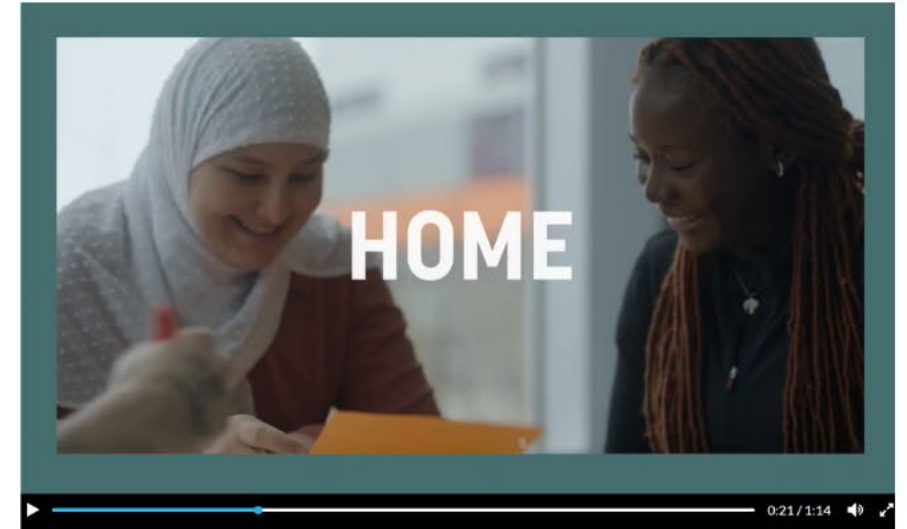
- List the education and experience requirements for the position.
- Identify any licenses or certifications necessary for the position.
- Insert any preferred qualifications that would make a candidate stand out..



+ Live in Perfect Balance

The Saint John Region is a community filled with opportunity. Boasting a robust economy - the region is a place where you can grow in your career and live in perfect balance. Experience the charm of historic neighborhoods, where the past seamlessly blends with the present. Whether you're seeking a vibrant city lifestyle, an escape to nature, or a place to raise a family, the Saint John Region has it all, and as the region keeps moving forward, you don't want to miss out on what's coming next! Find out more about how we can help you move forward too by connecting with us today and check out www.saintjohnregion.com.

Boilerplate
Why Saint John
Copy for Job Ads



Targeted
Videos



Profiled Growth Stories



FIRST NATIONS STORYTELLERS – SHARING INDIGENOUS CULTURE IN THE SAINT JOHN REGION

Three years ago, Dave Smith never imagined he would quit his 20-year career working in an office to enter the [...]



YOUNG PROFESSIONALS DISCOVER QUALITY OF LIFE & OPPORTUNITY IN THE SAINT JOHN REGION

Daniel Meza and Tania Valbeuna moved to the Saint John Region in January 2022 – originally from Peru and Colombia, [...]



SHARING THE IMPACT OF AN IMPACT LOAN

Entrepreneur Brings Family Heritage to her Community Deanna Dempsey has always known she wanted a career that allowed her to [...]

Leisure Brochures

DISCOVER SAINT JOHN & THE TOWNS BY THE BAY

WELCOME to Saint John & the Towns by the Bay, on the beautiful Bay of Fundy! From cool city vibes to waterside relaxation – Saint John and our five distinctive nearby towns and villages are bursting with history, culture, character, and adventure.



Discover Saint John

BAY OF FUNDY

Take in the highest tides in the world! Marvel at the waterfalls, ancient cliffs, and pristine beaches of the Fundy Trail Parkway or watch the Saint John River collide with the Bay of Fundy's monstrous tides twice daily at the Reversing Falls Rapids. It really is phenomenal what the world's highest tides can do.



Discover Bay of Fundy
Discover Fundy
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UPTOWN SAINT JOHN

Over 80 bars and restaurants in a 10-block radius, ready to satisfy any craving. Numerous charming boutiques and galleries, each catering to a unique audience, but all worth a visit. One-of-a-kind events. Urban-cool culture. Green spaces galore. Gift and industry. Instagrammable alleys.



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ARTS & CULTURE SCENE

Public art comes to life throughout the Saint John region. Follow any number of self-guided tours to uncover installations by local, national and international artists. Discover our artisans' creative spirit at local galleries and boutiques and bring home a piece of our heart.



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ADVENTURE ABOUNDS

Explore on your own or engage a guide for the ultimate inside look. Challenge yourself climbing rocks or through the trees. Experience the Bay of Fundy tides firsthand by kayak, Zodiac or jet boat. You'll know hot spots or travel off the beaten path by foot, bike or paddle. And we're just getting started! #OutdoorAdventures



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PARKS, BEACHES & TRAILS

Urban parks in the heart of the city with breathtaking views. Fresh and salt-water beaches ready for any waterside adventure. Unlimited rural greenspaces to walk, hike, bike and explore. So close to nature.



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FARMERS MARKETS

Of course Canada's oldest continuing farmers market is in Saint John – it's Canada's first incorporated city! Discover the Saint John City Market and a number of seasonal markets offering fresh local produce, unique crafts and artwork, and a welcoming atmosphere. #FreshFood #OldestMarket #sjcitymarket



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HISTORIC SITES & MUSEUMS

Communities steeped in history, with endless stories to tell. From national historic sites and landmarks to historic walking tours, from museums that step back in time to industries that continue to keep moving our region forward. It's all here. #PastMeetsPresent



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STONEHAMMER UNESCO GLOBAL GEOPARK

A billion years of stories. The first North American member of the UNESCO Global Geoparks Network, our region is a natural playground that has been created by the collision of continents, oceans, volcanoes, earthquakes and ice ages and there are amazing hands-on ways to experience geological history in every corner. #HeartGeology @StonehammerGeo



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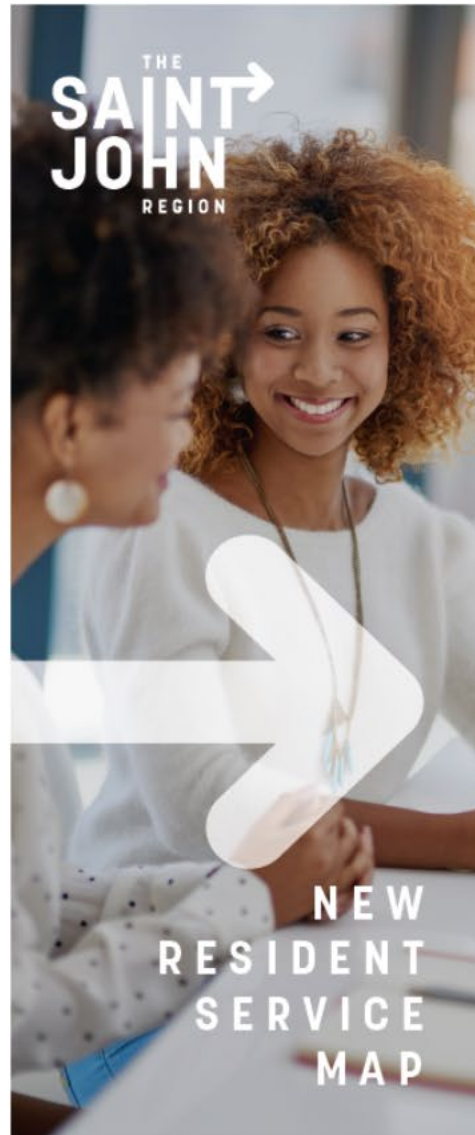
ENVISION Saint John
THE REGIONAL GROWTH AGENCY

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[#StJohnsByTheBay](#)

1.866.GO.FUNDY | 463.8639 | [StJohnsByTheBay.com](#)

New Resident Service Map



PROGRAM TYPE	ORGANIZATION	TARGET CLIENT BY RESIDENCY STATUS	TARGET CLIENT BY AGE GROUP	COST	DELIVERY LANGUAGE
PRE-ARRIVAL	ONB	Non-status, Temporary Residents, Citizens, Permanent Residents	Adults 18+	Free	English, French
	SJNC	Non-status	Adults 18+	Free	English, French
COMMUNITY CONNECTIONS	PRUDE	Permanent Residents, Temporary Residents	Women Adults 18+ Youth 18-30	Free	English
	SJCF	Permanent Residents, Temporary Residents, Citizens	Adults 18+	Free	English
	SJNC	Permanent Residents, Temporary Residents, Citizens	All	Free	English, French
	YMCA	Permanent Residents, Temporary Residents	All	Free	English
LANGUAGE TRAINING SERVICES	PRUDE	Permanent Residents, Temporary Residents, Citizens	Adults 18+	Free	English
	SJNC	Permanent Residents, Temporary Residents, Citizens	Adults 18+	Free	English, French
	YMCA	Permanent Residents	Adults 18+	Free	English
EMPLOYMENT-RELATED SERVICES	WorkingNB	Permanent Residents, Temporary Residents, Citizens	Adults 18+	Free	English, French
	NBMC	Permanent Residents, Temporary Residents	30+	Free	English
	SJNC	Permanent Residents, Temporary Residents, Citizens	Adults 18+	Free	English, French
	YMCA	Permanent Residents, Temporary Residents	Adults 18+	Free	English
ENTREPRENEURSHIP	ConnexionWorks	Permanent Residents, Temporary Residents, Citizens	Adults 18+ Youth 18-30	Free, Paid	English
	Envision Saint John	Permanent Residents, Temporary Residents, Citizens	Adults 18+	Free	English, French
NETWORKING	ConnexionWorks	Permanent Residents, Temporary Residents, Citizens	Adults 18+ Youth 18-30	Free	English
	Fusion	Permanent Residents, Temporary Residents, Citizens	Adults 18+	Free	English
	SJNC	Permanent Residents, Temporary Residents, Citizens	Adults 18+	Free	English, French

ORGANIZATION INFORMATION

OPPORTUNITIES NEW BRUNSWICK (ONB)
 • onbnada.ca
 • 1833.799.7966
 • 1.606.799.7901 (outside North America)
 • immigrationnav@navnb.ca

THE SAINT JOHN NEWCOMERS CENTRE (SJNC)
INTERPRETATION SERVICES AVAILABLE
 • sjnewcomers.ca
 • 506.642.4242
 • welcome@sjnewcomers.ca

PRUDE INC.
 • prudeinc.org
 • 506.634.3088
 • info@prudeinc.org

THE SAINT JOHN COMMUNITY FOUNDATION (SJCF)
 • gsivolunteer.ca
 • info@sjfoundation.ca

YMCA NEWCOMER CONNECTIONS
INTERPRETATION SERVICES AVAILABLE
 • saintjohnymca.ca/newcomer-connections
 • 506.634.4860
 • newcomerconnections@saintjohnny.ca

WORKINGNB
 • workingnb.ca
 • 506.643.7258
 • PETLSaintJohn@gnb.ca

NEW BRUNSWICK MULTICULTURAL COUNCIL (NBMC)
 • nbmc-omnb.ca
 • 506.453.1091

CONNEXIONWORKS
 • www.connexionworks.ca
 • 506.632.0000
 • info@connexionworks.ca

ENVISION SAINT JOHN: THE REGIONAL GROWTH AGENCY
 • www.envisionsaintjohn.com
 • 506.658.2877
 • hello@envisionsaintjohn.com

FUSION SAINT JOHN (FUSION)
 • fusionsj.ca
 • fusionsaintjohn@gmail.com

May 2023

More information

Daniel Rito

Director of Growth

Daniel.rito@envisionsaintjohn.com

