



INTRO TO TECH IN NEW BRUNSWICK

presented by

TECH IMPACT



TODAY'S AGENDA

- **Welcome to Intro to Tech in New Brunswick**
- **About TechImpact**
- **New Brunswick: a place to live and work**
- **Resources for your job search and training**
- **Meet Tech employers**
- **Q&A**
- **Bonus: Resume insights**



ABOUT TECHIMPACT

An action-based, private sector-led organization focused on accelerating digital transformation, digital skilling and innovation across Atlantic Canada.



TECHIMPACT MEMBERS





CURRENT PROGRAMS & INITIATIVES



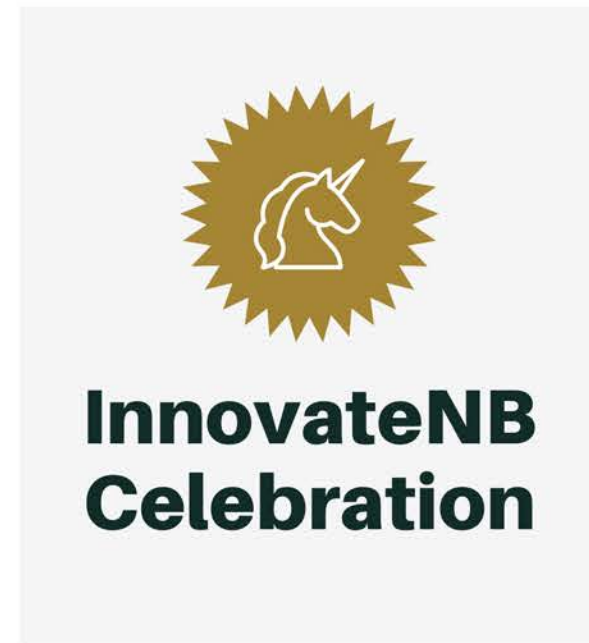
CollabHub



Women Belong Here.



grow.IT



InnovateNB
Celebration



NB IT Workforce
Growth Plan



Tech Talks with Cathy
Simpson Podcast



the Impact
Newsletter



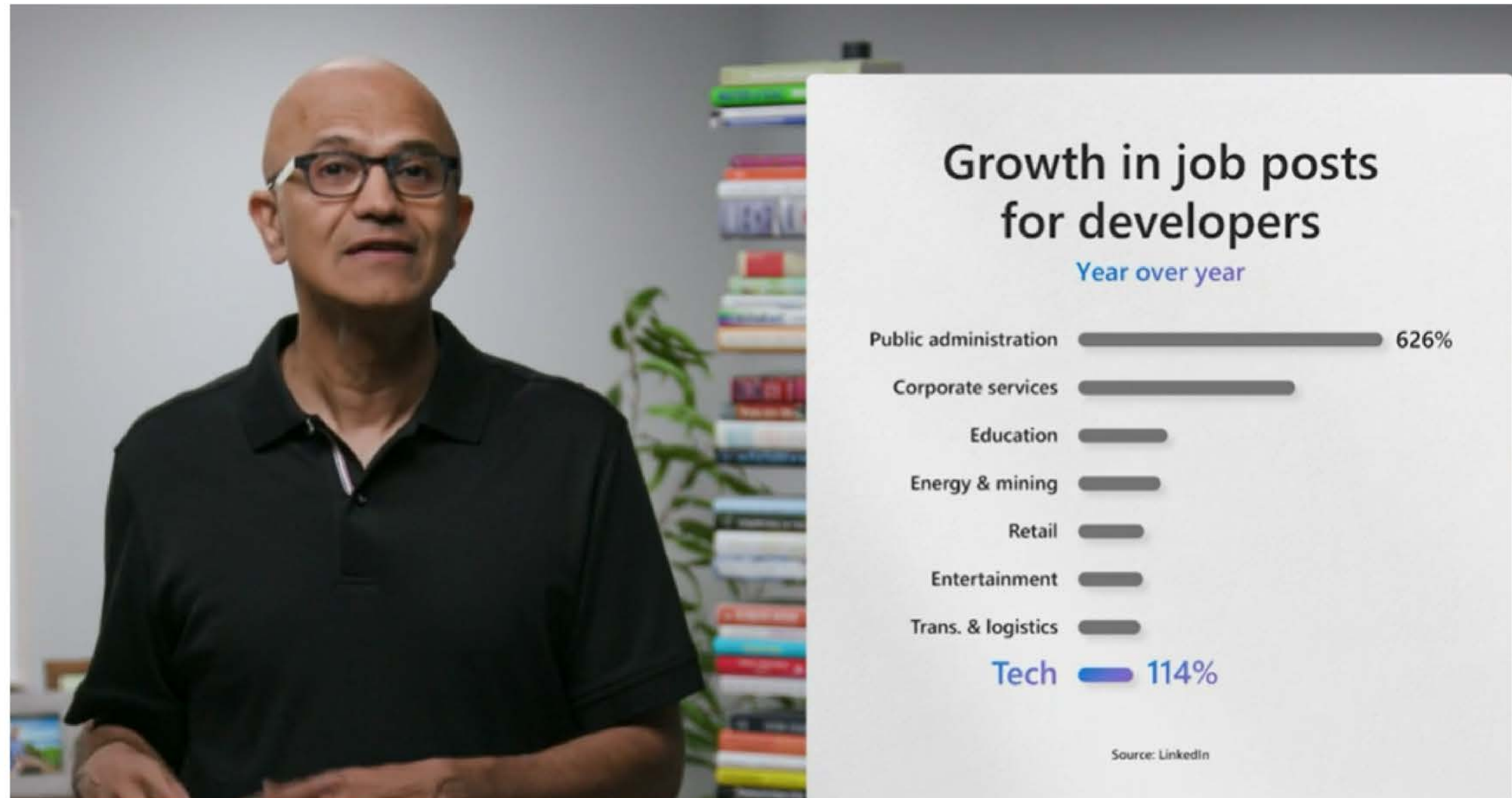
TECH GLOBALLY



- Big tech layoffs after record hires. More downsizing in non tech jobs.
- Talent remains #1 Challenge
- Use of technology has advanced by a decade and that has meant huge growth in talent needs
- Remote/hybrid work, more upskilling/reskilling and disruption in HR
- Diversity in the workforce is an imperative
- Recessions drive innovation and new ways of doing things.
Companies look to tech to be more efficient & productive



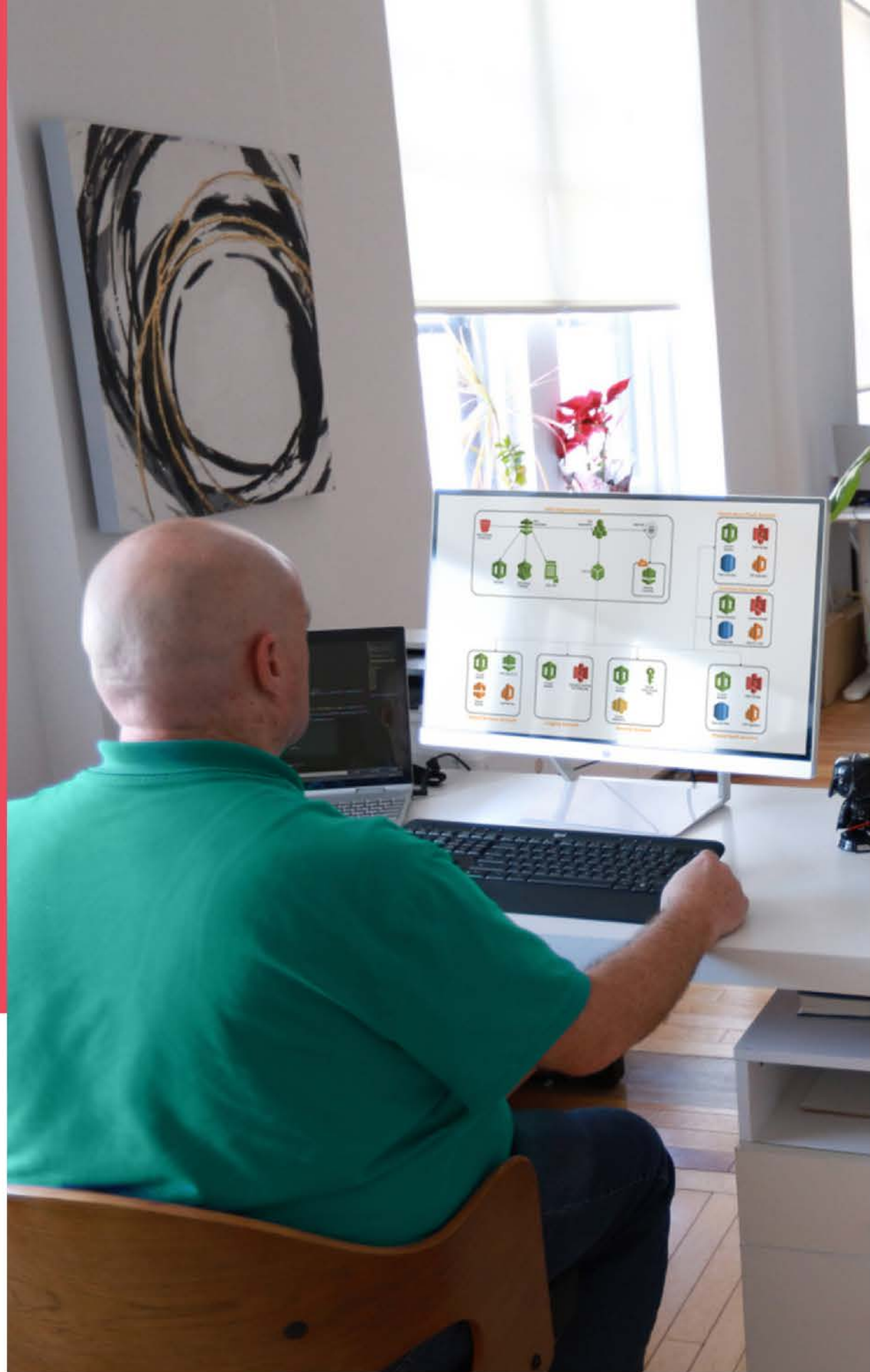
IT skills are much greater across all industries, outpacing the demand within the core tech sector



Microsoft CEO **Satya Nadella**, speaking at Microsoft Inspire July 19, 2022



WHATS HAPPENING IN NEW BRUNSWICK?



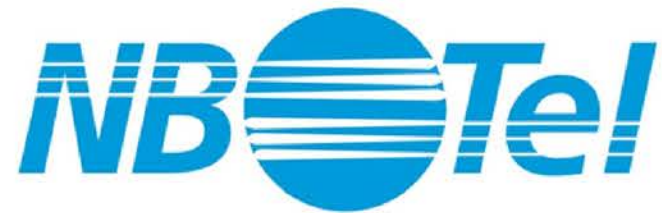
NEW BRUNSWICK'S IT WORKFORCE

- Our IT workforce includes professionals in IT product/software companies, start-ups, consulting firms AND those who are part of IT departments with major employers, small / medium business, governments and not for profits.
- Nearly 10,000 people work in IT-related jobs in NB.
- Salaries from IT careers in NB are \$700 million per year but NB has fewer IT workers in most sectors than the national average. We lag behind in digitization and automation and this impacts our productivity and growth.
- IT Jobs pay more than the average NB wage. Average IT salaries are \$70,000 to \$80,000 with upward growth.





NEW BRUNSWICK'S TECH BEGINNINGS



NBTEL

A company of 'firsts' that inspired the rise of other tech success stories in the region



HISTORY LESSON - UNICORN IN THE WOODS

Gordon Pitt's fantastic book charted the thrilling rise of Radian 6 and Q1 Labs and how the industry has evolved and grown.



PUNCHING ABOVE OUR WEIGHT

Big start-up growth with our incubators and accelerators. We have the structure and support to do even more.



CULTURE OF HARD WORK

Inventiveness and resilience from collaboration and support and a close connected community



A SMALL SAMPLE OF THE TECH ECOSYSTEM

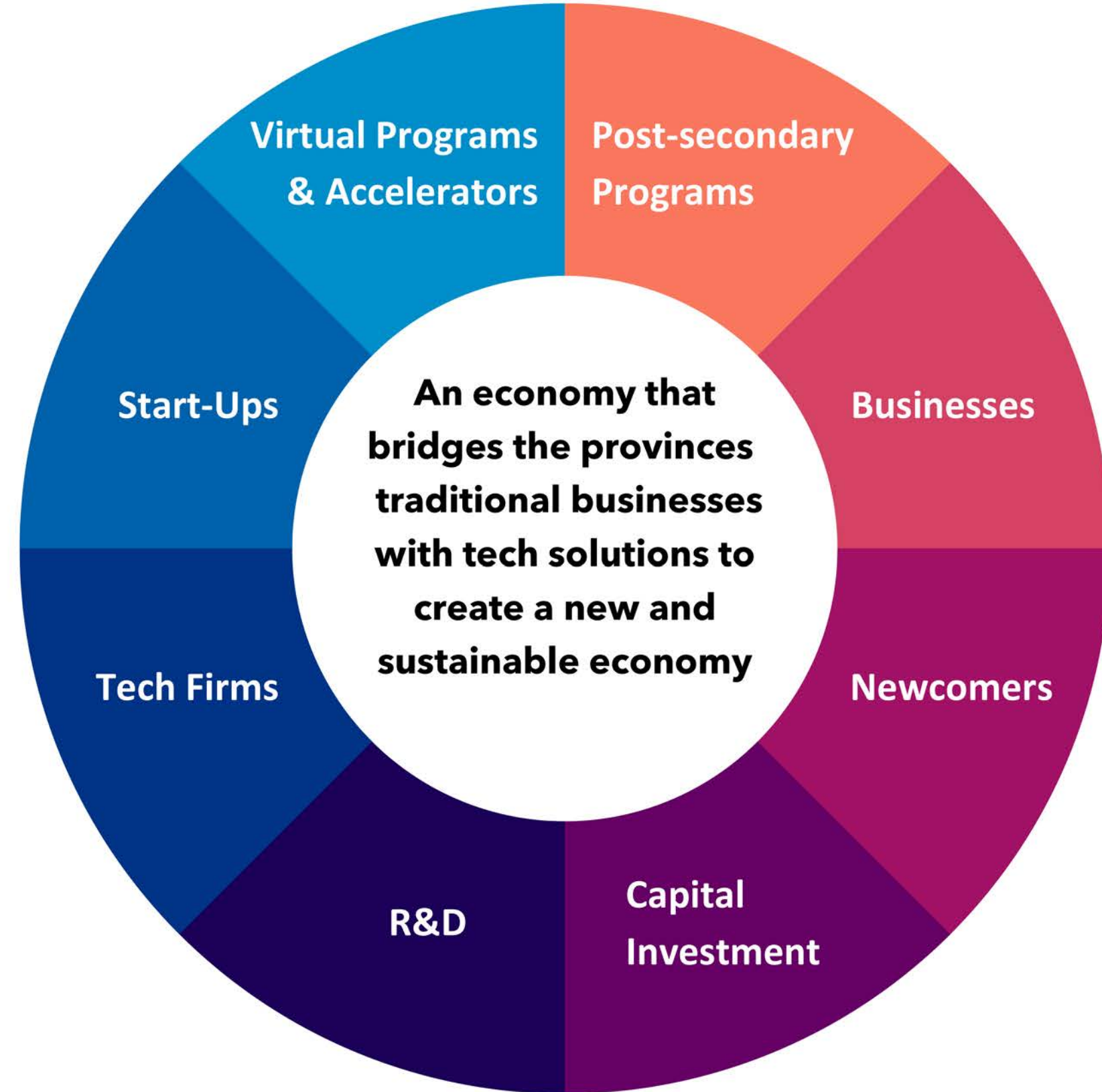




THE NB PROVINCIAL LANDSCAPE

If we are not transforming our economy with digital technology and growing our tech skills and workforce, we will be left behind.

New Brunswick has all of the components to compete with other provinces.





THE NB TECH SCENE

- 280 - 300 tech companies
- Global, national, and regional companies (hardware, software, consulting, services) and a thriving tech start-up scene
- IT GDP growth averaging 4.4% growth per year since 2016
- Growing demand for talent with a 7.3% increase in IT employment between 2016-2018
- Two huge exits - Q1 Labs and Radian 6 put NB on the Canadian and global map and paying dividends today
- Start up 2021: \$244.7M in private capital raised, 2511 jobs in 178 companies, 30% job growth, 62% revenue growth
- Start up 2021 Biggest deals: Introhive (\$122M), Sonrai Security (\$61M), Smart Skin (\$11M)





TECH SCENE

- Business community of tech professionals, mentors, support organizations, and funding partners
- Growing expertise in niches (cybersecurity, SAAS, smart energy, + more)
- Vibrant start-up community with companies scaling
- Entrepreneurial mindset that's been building for decades
- Locally headquartered multi-nationals, regional and boutique firms all requiring talent - incredible variety
- Tech leadership and incredible success stories





IN A WORLD WHERE YOU CAN WORK ANYWHERE, WORK HERE!

- It's affordable, beautiful, welcoming and safe
- Numerous hybrid and remote work opportunities are here boasting a high quality of life and competitive cost of living
- Tight-knit network of organizations supporting tech
- Outstanding post secondary institutions
- Work where you want to live and thrive (rural and urban)
- Government supports and incentives





NEW BRUNSWICK JOB OUTLOOK 2023

The demand for talent remain high



JOB OPPORTUNITIES

Many job openings across all levels of the workforce



SKILLING OPTIONS

Need help getting the skills you need for the job you want?
Visit grow.IT



NEED FOR DIVERSITY

The desire for diversity in the tech workforce is high





MOST IN-DEMAND AREAS

- 01 DEVELOPER**
- 02 ANALYSTS**
- 03 SOFTWARE ARCHITECTS**
- 04 CLOUD**
- 05 DATA / AI**
- 06 CYBERSECURITY**





TALENT REQUIREMENTS

Employers need a variety of talent and all of the opportunities aren't on job boards. You need to network and get engaged in the local market to learn more.



Entry Level Talent

Most often college or university graduates; less than 3 years experience



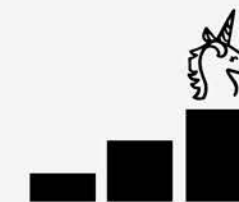
Intermediate Talent

3-7 years of experience



Senior or Specialized Talent

7-10+ years of experience



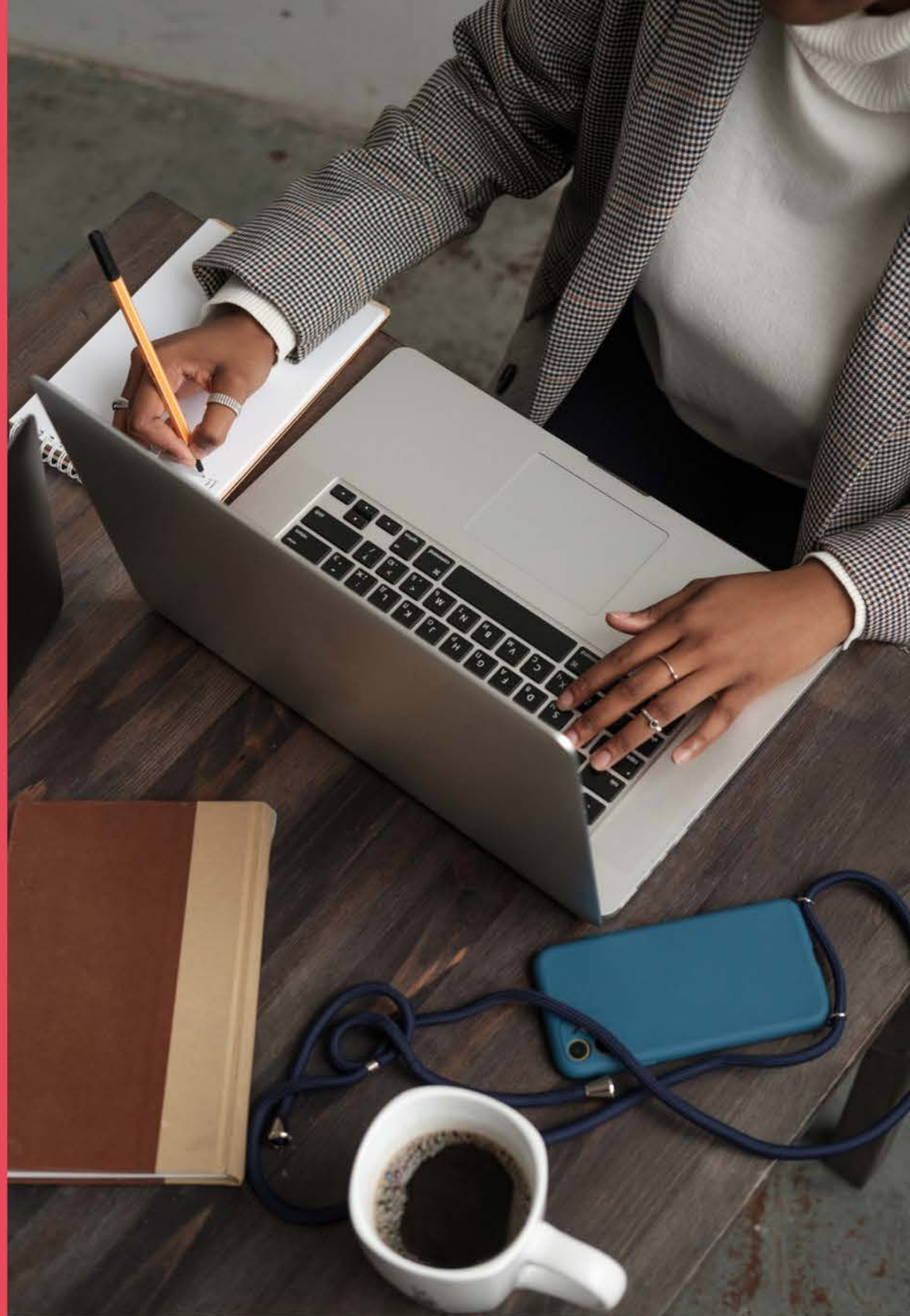


WE ARE HERE TO ASSIST YOU FIND EMPLOYMENT BY:

- 01 CONNECTING YOU WITH EMPLOYERS**
- 02 BUILDING YOUR JOB READY SKILLS**
- 03 LINKING YOU TO RESOURCES TO ASSIST**
- 04 ANSWERING YOUR JOB SEARCH QUESTIONS**
- 05 UNDERSTANDING YOUR ROADBLOCKS AND WORKING ON SOLUTIONS TOGETHER**

TECH IMPACT





RESOURCE



WORKINGNB



Get connected with a WorkingNB Employment Counsellor in your region to help navigate further training and job opportunities

- Visit <https://workingnb.ca/contact> and scroll down to WorkingNB Offices
- Find the office in your region and contact info
- Reach out to that office and ask to meet with an Employment Counsellor
- They'll then take the time to learn about your employment goals and help with next steps

RESOURCE



COLLABHUB

**NEW BRUNSWICK'S ONE-STOP SHOP
FOR ALL THINGS TECH**

- Access upskilling and training opportunities
- Search NB-based technology companies
- See pathways to WorkingNB, job boards
- Stay up-to-date with regional tech news
- Discovery upcoming tech events
- Find the TechTalks podcast and other resources

[COLLABHUBATLANTIC.CA](https://collabhubatlantic.ca)



RESOURCE

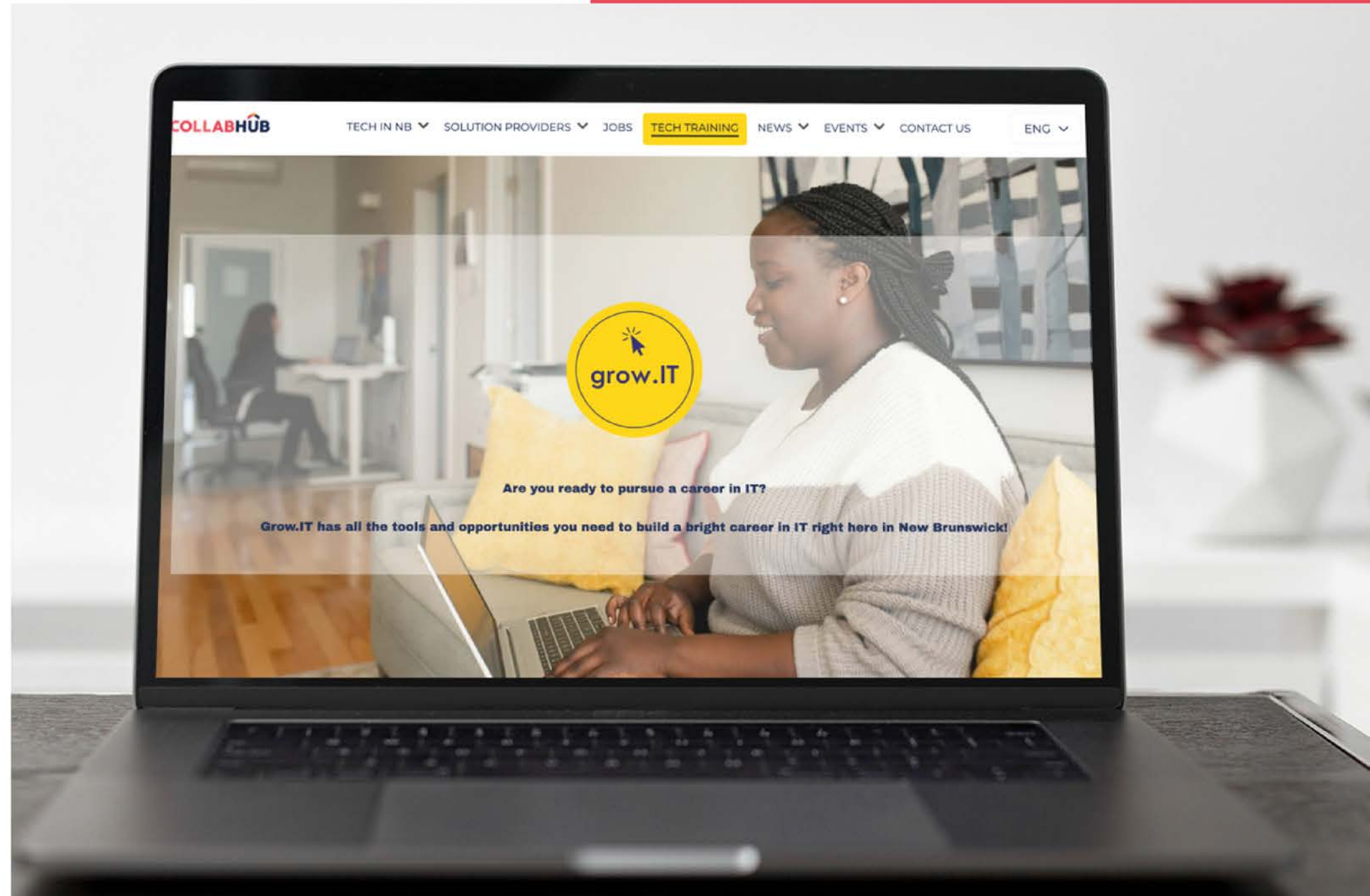


GROW.IT



**FIND TECH SKILLING
OPPORTUNITIES IN NEW
BRUNSWICK IN ONE PLACE:**

[COLLABHUBATLANTIC.CA/GROW.IT](https://collabhubatlantic.ca/grow.it)



UNB CODING BOOT CAMP

A part-time, online program preparing you to become a web developer in 24 weeks.

The next start date is **April 24, 2023**

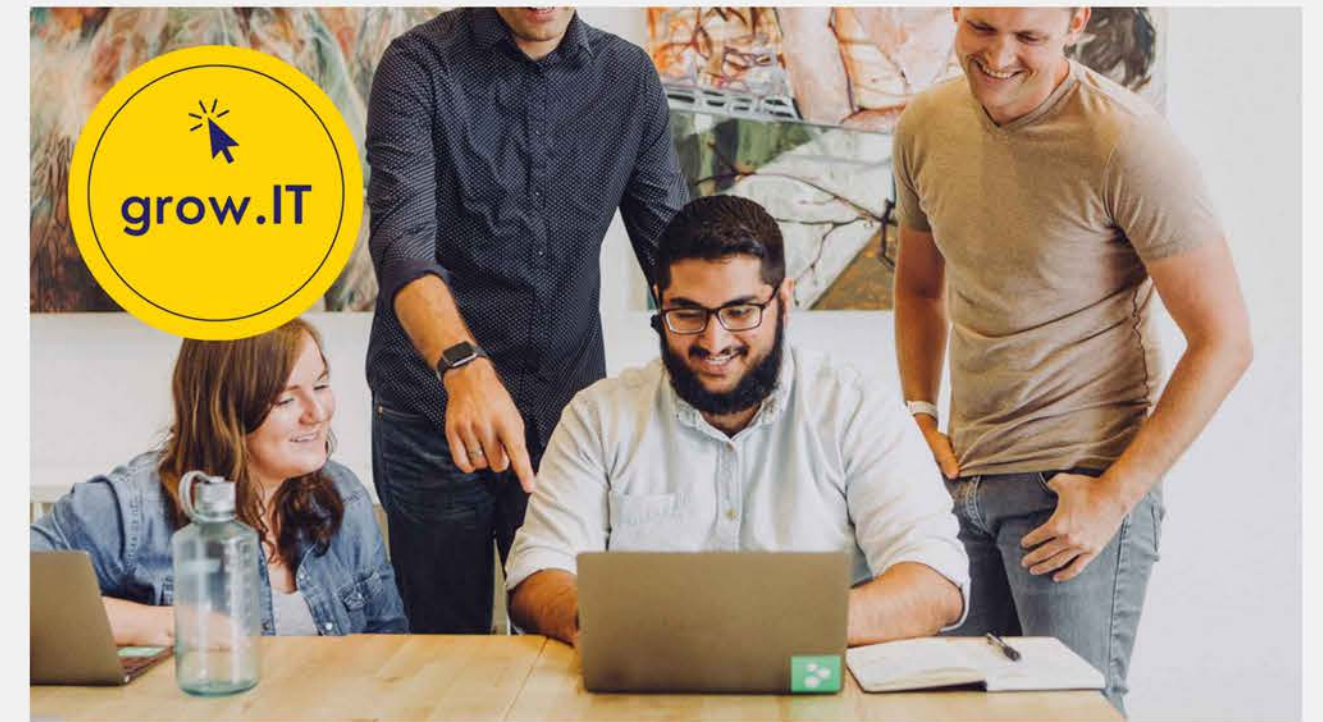


collabhubatlantic.ca/unbcodingbootcamp

WEB DEVELOPMENT FLEX PROGRAM

A fully supported, 30-week training program for youth between the ages of 18-29.

The deadline to apply is **March 6, 2023**



collabhubatlantic.ca/web-flex

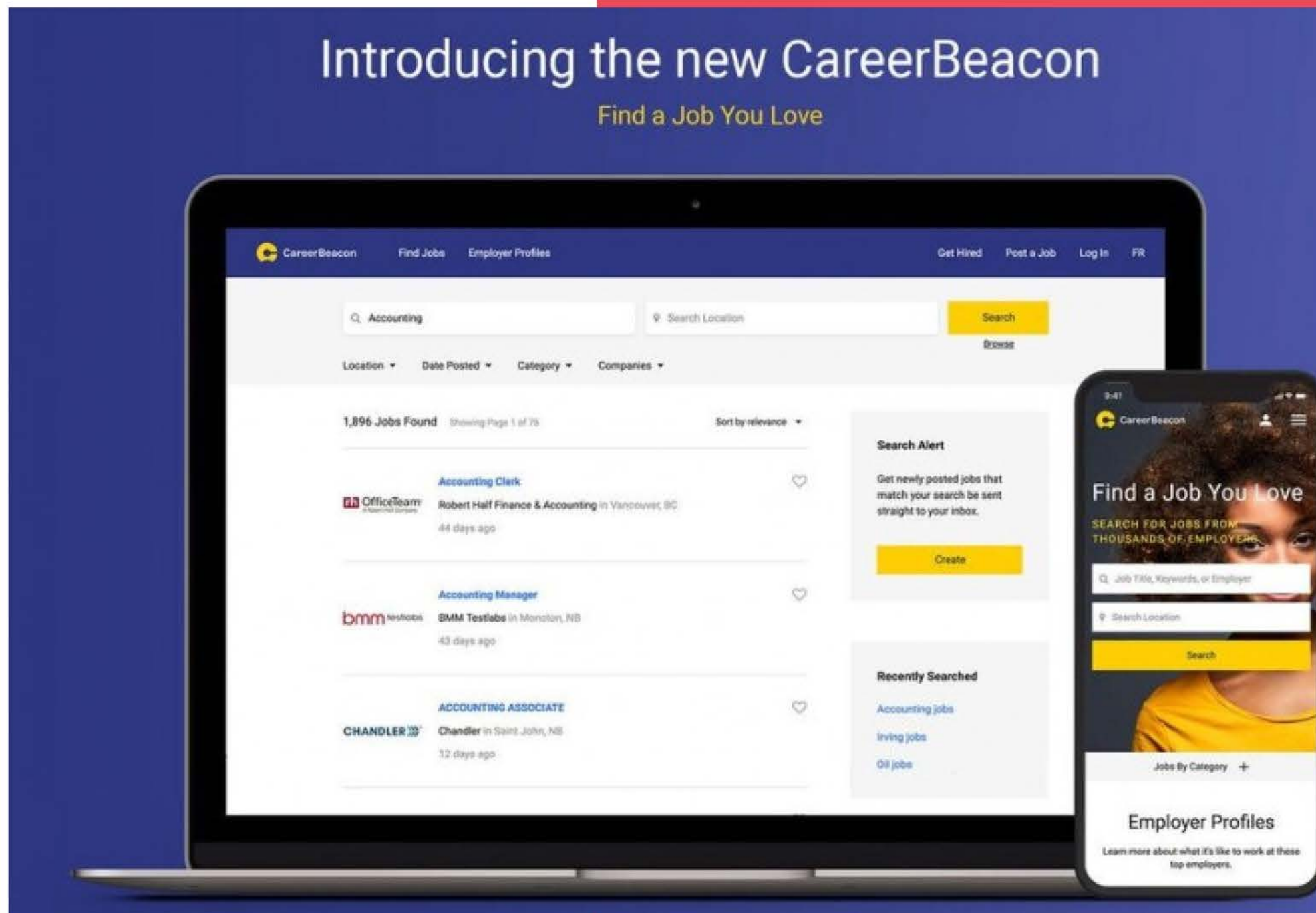
RESOURCE



NEW BRUNSWICK JOB BOARDS

Visit these job boards for tech openings in New Brunswick:

- [CareerBeacon](#)
- [NBjobs](#)
- [Indeed](#)
- [Glassdoor](#)



ARE YOU LOOKING FOR WORK NOW?

We want to know what's holding you back from reaching your full potential in your current job search.

Tell us by **filling out this form**, that will be emailed after the call and we'll set up a time to talk further.

COME TO OUR NEXT NETWORKING SESSION

We're coming to your communities with networking sessions.

Sign up to this mailing list to learn when we will be in your area

HEAR OUR FEEDBACK ON YOUR RESUMES

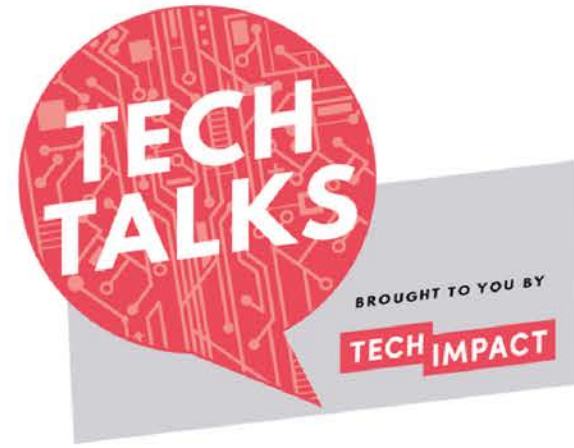
Stay on after the presentation, we have 5 tips to improve your resumes based on what we've seen so far.

TECH IMPACT

**THE
IMPACT**

SUBSCRIBE TO 'THE IMPACT' NEWSLETTER

[Sign up here](#) to get
TechImpact's monthly
newsletter delivered
directly to your inbox.



LISTEN TO THE TECH TALKS PODCAST

Featuring thinkers and
doers in the business and
tech community from NB
and Atlantic Canada.
[Listen here.](#)



InnovateNB

VISIT THE INNOVATENB WEBSITE

Learn more about the
innovation ecosystem in
New Brunswick. Watch
for events coming in
2023.

[Visit the website](#)

TECH IMPACT

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MEET NEWBRUNSWICK TECH EMPLOYERS:



MARINER



McCAIN



INFORMATION TECHNOLOGY

J.D. IRVING



Imagine a **Difference**. Join the Mariner Team.

- **Senior AWS Engineer**
- **Senior & Intermediate .NET Developers**
- **Engineer Software Developer**
- **Technical Development Manager**
- **Optimization Engineer**
- **Application Support Specialist**

Innovate always and create change that matters
for our people,
for our clients,
for our communities.



Kim McAuley Thomas

HR Director



Significant IT department



Global Food Manufacturing business



Family-owned for 65 Years



We are McCain.

Find us at mccain.com/careers/

SOME OF OUR OPEN POSITIONS:

Product Owner ServiceNow Developer *Collaboration Analyst*
Solution Architect **Power Platform Lead** IT Mfg Systems Lead
Senior Cloud Security Analyst *Data Architect Lead* **Lead Enterprise Architect**



J.D. Irving Limited, Information Technology

Welcomes You



INFORMATION TECHNOLOGY

JDI: Unlimited Opportunity



**SINCE
1882**

A passionate and diverse team of over **18,000 employees** with business units in:

-  CONSTRUCTION & EQUIPMENT
-  CONSUMER PRODUCTS
-  CORPORATE OFFICE
-  FOOD & AGRICULTURE
-  FORESTRY & SAWMILL OPERATIONS

-  RETAIL & DISTRIBUTION
-  NAVAL ARCHITECTURE & ENGINEERING
-  PULP & PAPER
-  SHIPBUILDING
-  TRANSPORTATION & LOGISTICS



JDI IT: Powered by People



- One of the largest IT firms in Atlantic Canada
- JDI IT has more than 330 staff
- Experiencing continued growth
- We have exciting careers waiting for you in:
 - project management & delivery
 - cyber security
 - software & app development
 - analytics
 - technology infrastructure
 - business analysis
 - and leadership



Check us out online!
careers.jdirving.com



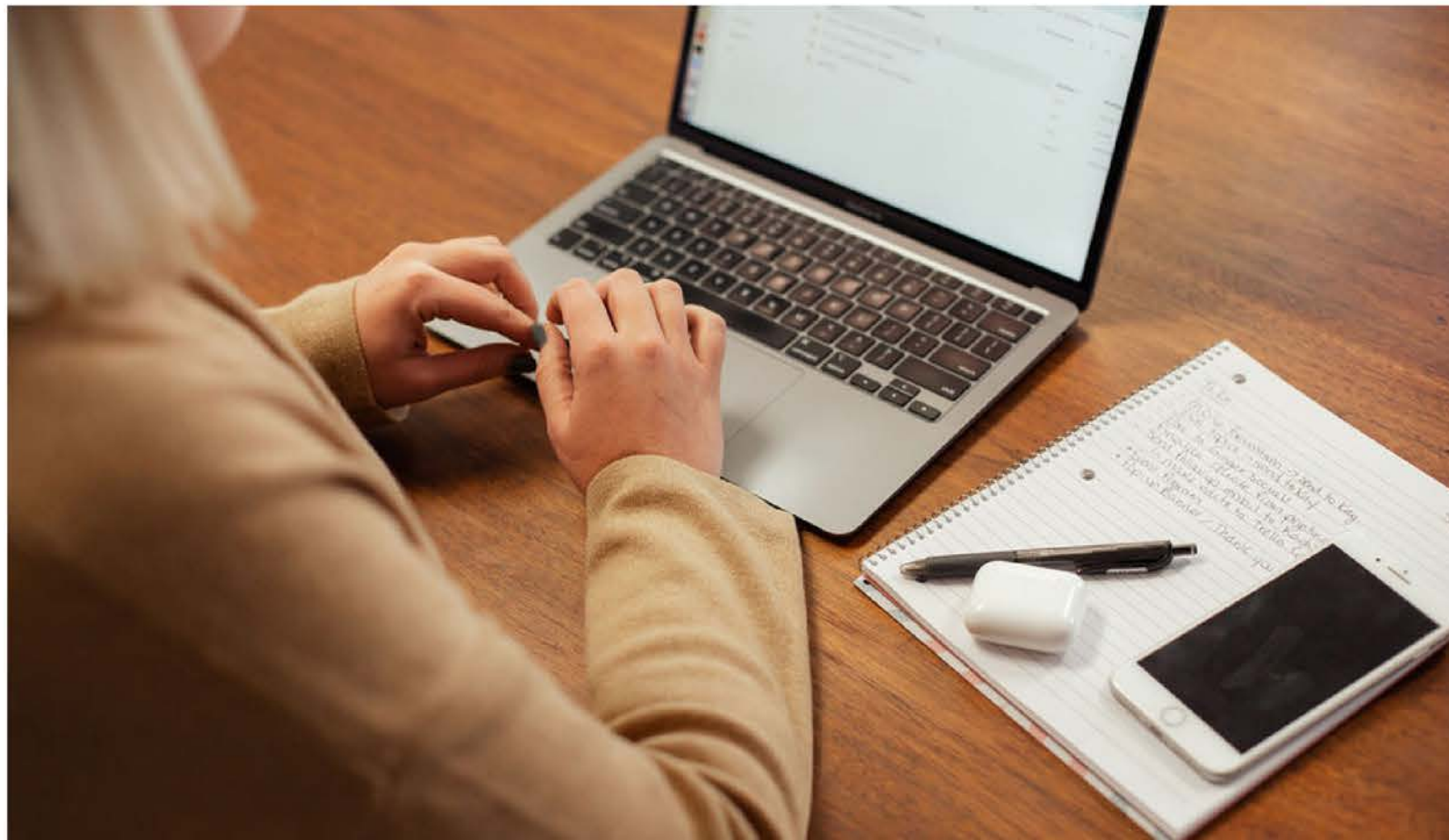
Building the Digital Enterprise



Q&A

WHAT ARE YOUR NEXT STEPS?

HOW CAN WE HELP?



A woman with dark hair, wearing a white button-down shirt, is sitting at a desk. She is smiling and looking towards the right. Her hands are clasped in front of her. A laptop is partially visible on the desk to her right. The background is a plain, light-colored wall.

**BONUS:
Fast Five Resume
Building Tips**

To Get You Noticed

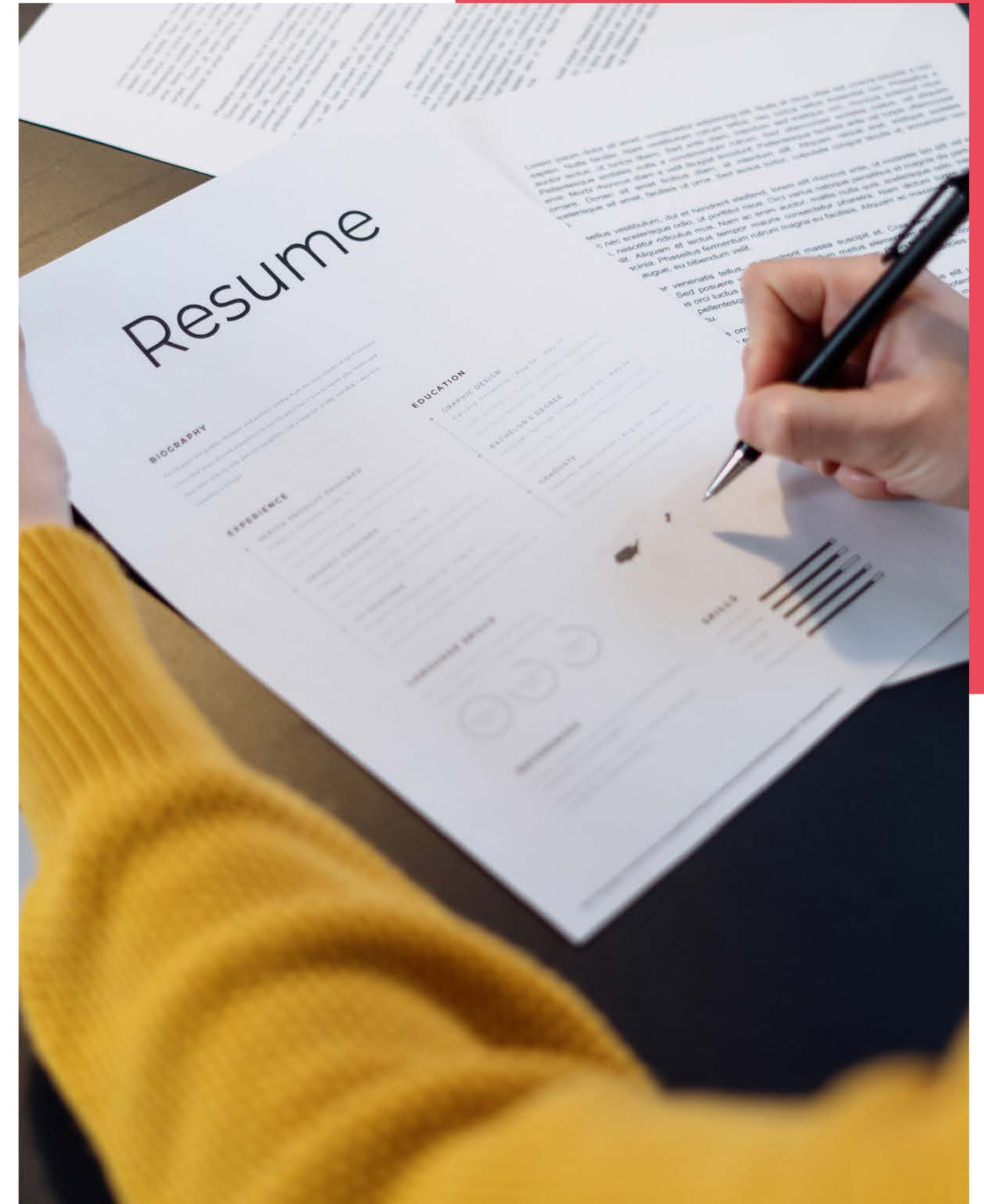


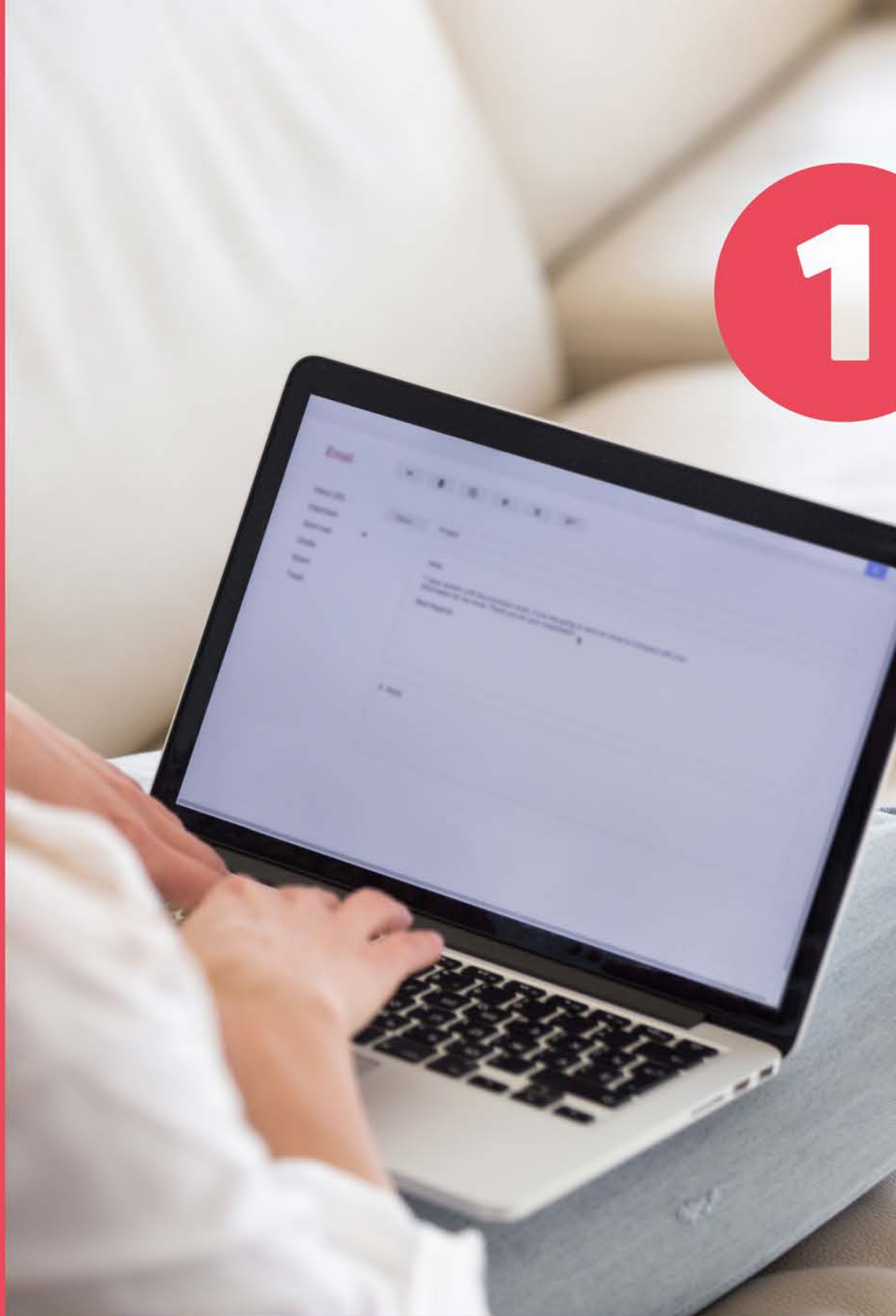
RESUME REVIEW FINDINGS

Received over 80+ resume submissions
Many need help to meet job readiness standards

General findings:

- Incomplete start/end dates for employment and education
- Unclear job search objectives
- Missing contact information
- "Fun" but unprofessional formatting





The Resume + Cover Letter

Open the door to a conversation and get **invited to an interview**.

- A tool in the candidate's backpack
- A screening mechanism for recruiters
- Resumes are lonely without a cover letter



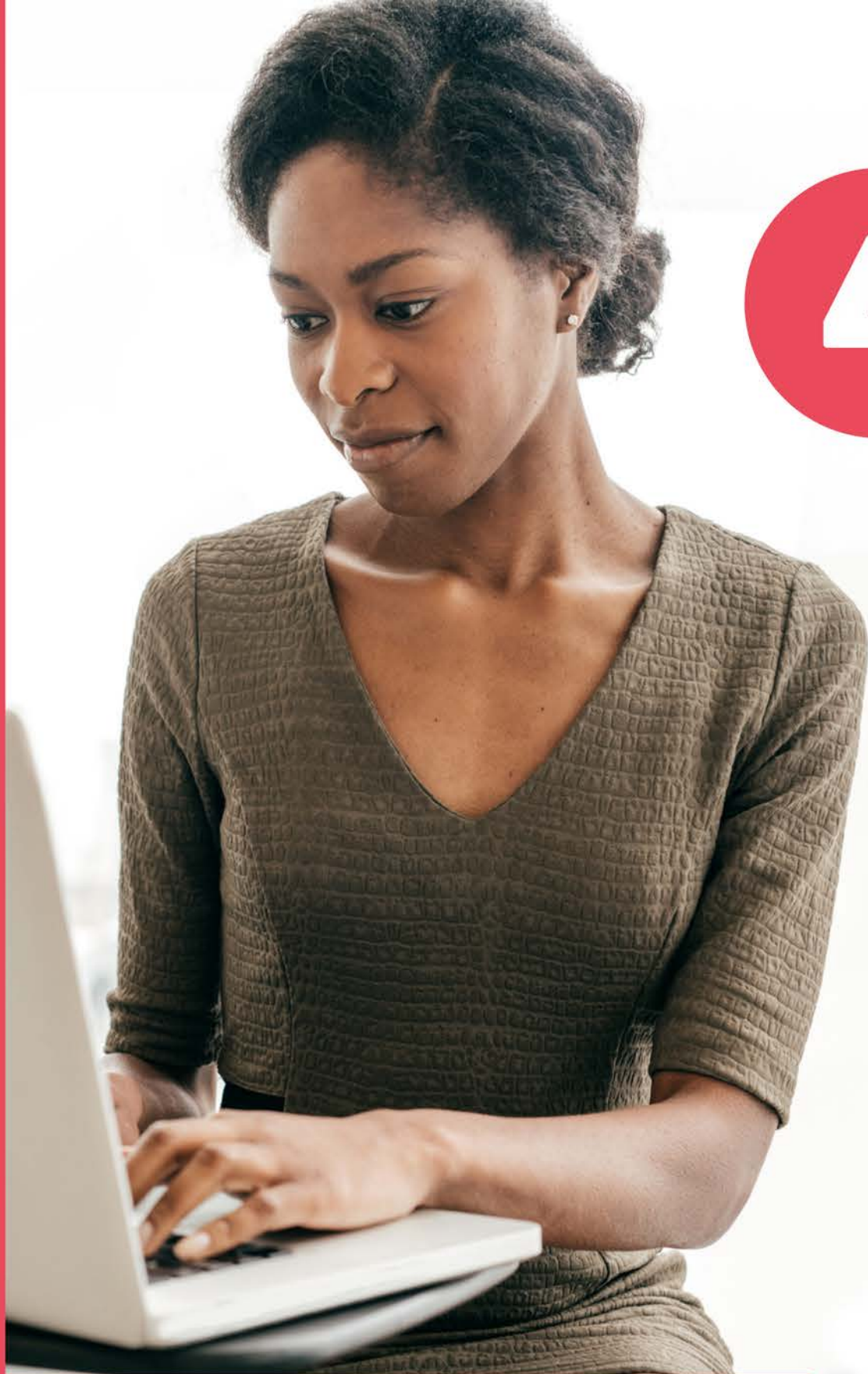
First Impressions Count

- Your resume has **30 - 60 seconds** to catch the attention of a recruiter.
- Your cover letter **builds connection**, your resume highlights **qualifications**.
- Stand out... find the **recruiter and/or hiring manager's name**.



Sell Your Fit and Potential

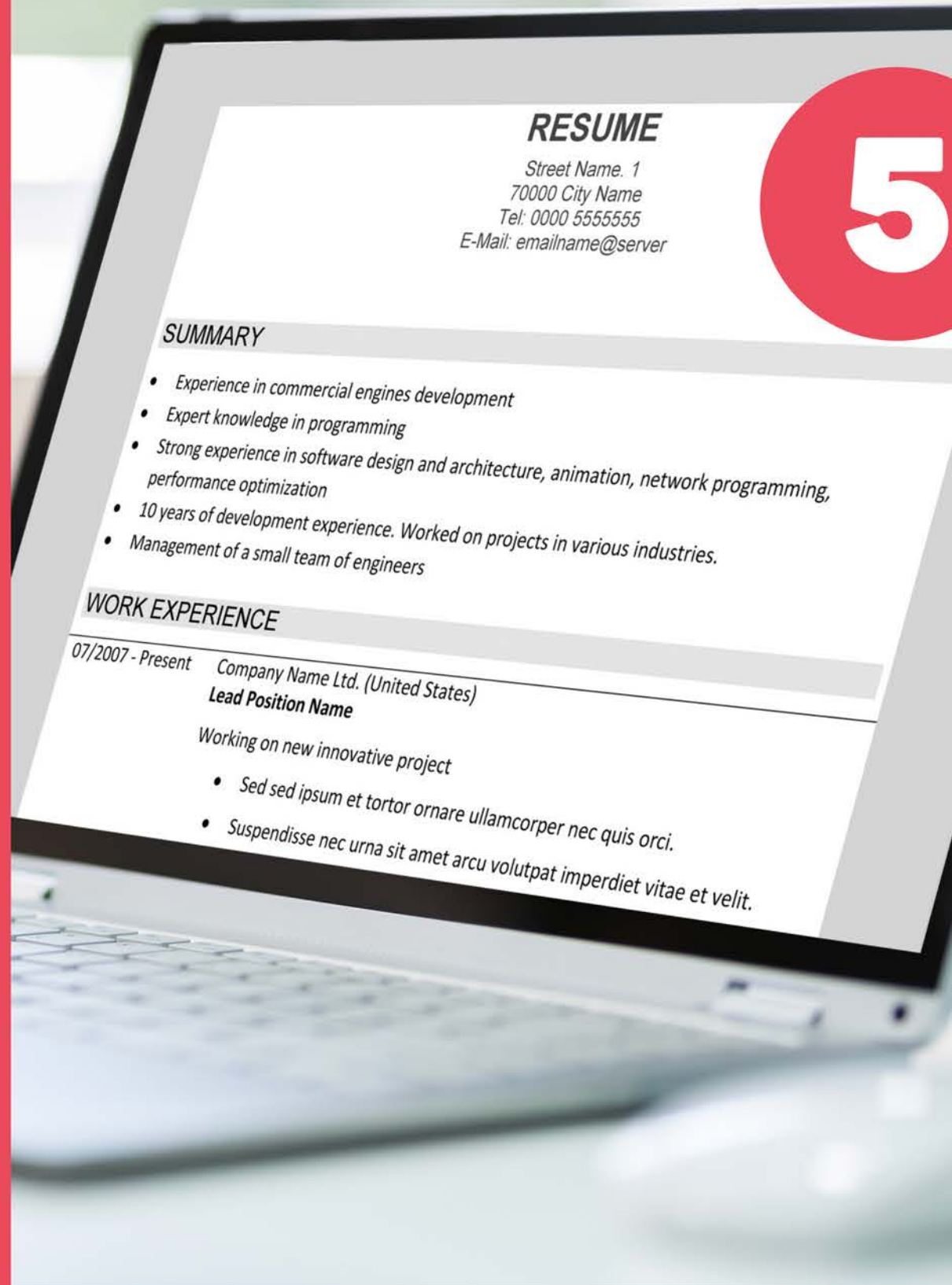
- How do your **qualifications translate to value** for the employer?
- **Highlight your transferrable skills** in a new career setting.
- **Avoid being generic** - weave in your unique skills, experience, and qualification.



4

Use Your Words

- Incorporate action-orientated language - **achieved, initiated, coordinated, developed**
- **Customize each cover letter** - convey how your skills, experience, and qualifications are the best for the job.
- **Use plain language** - avoid acronyms, jargon, and other confusing languages.



Formatting Matters

- **Plain text is best** - avoid graphic design, bright colors, and professional photos, funky bullet points.
- **Use a single-column and standard formatting** - be mindful of margins, text size, text face, and spacing
- **Save in PDF Format** - save your cover letter and resume as separate files.



Putting Your Resume To Work

- Apply for **posted jobs**
- **Shop your resume** with employers (it's estimated that over 70% of the Canadian job market is hidden)
- **Follow up** on your resume (connect on LinkedIn, share on your GitHub, etc.)
- Take your resume to **networking events**
- **Post your resume online** and create a **QR code**



THANKS FOR COMING

Contact Jacob Dunnett, TechImpact's Digital Skills
Program Manager at Jacob.Dunnett@techimpact.it

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