

Immigration Services for Employers



As an employer, have you been experiencing a shortage of skilled labour and have already tried to hire – but are unable to find – a Canadian or permanent resident worker to fill a permanent position?

The Government of New Brunswick, in partnership with the federal government, offers several programs to connect workers of all skill sets with employers. Through these programs, workers can be matched with employers' specific labour market needs.

The Department of Post-Secondary Education, Training and Labour (PETL) and Opportunities New Brunswick (ONB) are ready to work with employers to identify their labour market needs and determine which program (s) would best help you access skilled workers already in or waiting to relocate to New Brunswick.

PETL's Population Growth Team will provide assistance with promotion, recruitment, immigration processing, and other needed services to help employers build and grow their labour supply, benefiting them and the provincial economy.

Database Matching

To support the employer's recruitment effort, we search a number of databases to identify skilled workers at the local, regional, national, and even international level.

Promotion and Recruitment

Based on the job description provided, we will work closely with employers and support their efforts to recruit internationally. It may involve promoting specific job profiles in multiple international markets, identifying key source countries from which to recruit, organizing recruitment missions, and other related services.

Immigration Programs

There are a number of skilled worker immigration programs, including the NB Provincial Nominee Program (NBNP) and the Atlantic Immigration Pilot (AIP) that can bring foreign nationals and their families to New Brunswick by matching them with full-time jobs. Once identified, the Population Growth Team will work with potential employees to help them immigrate to New Brunswick.

Immigration Services

- Identify existing talent available through PETL databases.
- Promote employer job opportunities abroad in key markets.
- Connect international talent to employers prior to embarking on mission.
- Plan and participate in recruitment missions and other events abroad.
- Interview prospective employee for immigration program requirements to match with best option.
- Provide a pathway to foreign nationals to become permanent residents.



Find out more today!

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