Nursing Job Postings in New Hampshire

Examining real time labor market information from January and February 2015

Health care and social assistance, the industry in which a majority of nurses are employed, accounted for 16 percent of private employment in New Hampshire in 2014. Employment projections indicate a growing need for workers in nursing professions. There are also indications that types of nursing may be shifting to meet the changing demands of health care institutions and the population. For example, aging Baby Boomers will need more care but many want to remain in their homes as they age, increasing the need for home care workers. Health care facilities struggle with minimizing costs without cutting services to their patients, increasing the demand for temporary travel assignments, per diem positions, and part time hours.

Gaining insight to the current nursing job market can be challenging. One source of information is online job postings, known as real time labor market information. While the primary purpose of these postings is to recruit applicants, details included in the postings can be used to identify worker qualifications frequently requested by employers.

Occupations and Job Titles

This study includes job postings for a range of occupations that included `nurse' in the job title. The job titles ranged from nursing assistants to specialty practice nurses such as advanced practice nurses and nurse anesthetists. During January and February 2015, there were 913 online job postings for nursing positions in New Hampshire.[1] More than 60 percent of these postings were for registered nurses. Just over 12 percent were for nursing assistants, and nurse practitioners and licensed practical/licensed vocational nurses each were specified in roughly eight percent of these postings.

Burning Glass Occupational Code	Occupation	Job Postings
29-1141.00	Registered Nurses	568
31-1014.00	Nursing Assistants	111
29-2061.00	Licensed Practical and Licensed Vocational Nurses	74
29-1171.00	Nurse Practitioners	73
29-1141.03	Critical Care Nurses	62
29-1141.02	Advanced Practice Psychiatric Nurses	13
29-1151.00	Nurse Anesthetists	6
25-1072.00	Nursing Instructors and Teachers, Postsecondary	4
29-1141.01	Acute Care Nurses	1
29-1141.04	Clinical Nurse Specialists	1

Job titles from online postings frequently provide an indication of specialty knowledge and skills requested by employers, such as:

- Administrative
- Anesthetist
- Behavioral
- Clinical/Advanced Practice
- Community Health/Wellness
- Coronary/Telemetry

- Critical Care/ICU
- Dialysis/Apheresis
- Labor and Delivery/Family Birthplace
- Surgical/Operating Room
- Psychiatric/Mental Health

- Oncology
- Neonatal/Pediatrics
- Medical/Surgical
- Home Care/Hospice
- Geriatric
- Emergency

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1. These figures represent total counts of job postings for January and February 2015 by Burning Glass Technologies. These counts may include some recruitment in New Hampshire for jobs outside of the state, military recruitment, and some posting duplicates.

Job titles also included the type of shift work frequently requested by employers, including but not limited to:

- Part-Time
- On-Call
- Per Diem
- Float
- Travel Assignment
- Full-Time
- Shift Work

Education and Experience

Educational requirements are not always included in online job postings. About two of every three nursing positions postings in New Hampshire included an educational preference. This is particularly relevant to registered nurses because traditional labor market information describes the typical entry-level educational requirement for employment as an Associate's degree. Yet, real time job postings often indicate an employer preference for more education than an Associate's. For example, nursing postings in specialty care areas frequently require a Bachelor's degree. In New Hampshire, all nurses, with the exception of licensed nursing assistants, must pass the NCLEX exam. All nurses must be licensed by the New Hampshire Board of Nursing.

	High school or vocational training		Associate's degree		Bachelor's degree		Graduate or professional degree	
	Minimum	Preferred	Minimum	Preferred	Minimum	Preferred	Minimum	Preferred
Licensed Practical and Licensed Vocational Nurses	●	●	●	●				
Nurse Anesthetists							●	●
Nurse Practitioners							●	●
Nursing Assistants	●	●		●		●		●
Registered Nurses	●	●	●	●	●	●	●	●
Advanced Practice Psychiatric Nurses*					●	●		
Clinical Nurse Specialists							●	●
Critical Care Nurses			●	●	●	●	●	●

* All NH postings were for the U.S. Air Force

Preferred level includes both the preferred and minimum/required education levels listed in job postings. For this reason, a job posting may be counted in more than one of the educational categories.

In this table, dot size represents the relative number of postings specifying the listed requirement.

The specific registered nurse job titles listed had the largest number of job postings, but are not inclusive of all nurse job titles.

Additional work experience in the occupation may be preferred by the employer depending on the specialty care assignment of the job. Postings for critical care, emergency, and travel nurse assignments more frequently list a preference for some on-the-job experience.

	Less than 2 years	2 to 5 years	5 to 8 years	8+ years
Licensed Practical and Licensed Vocational Nurses	●	●	●	
Nurse Practitioners	●	●	●	
Nursing Assistants	●	●	●	●
Registered Nurses	●	●	●	●
Acute Care Nurses		●		
Advanced Practice Psychiatric Nurses*	●			
Critical Care Nurses	●	●	●	

* All NH postings were for the U.S. Air Force

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The specific registered nurse job titles listed had the largest number of job postings, but are not inclusive of all nurse job titles.

Certifications

Over 70 different certifications were specified in online nursing job postings. Over half of the postings required a registered nurse certification. Almost 75 percent of online job postings for nurses in New Hampshire included some type of certification requested by the employer, compared to around 16 percent of online job postings for all occupations statewide.

	Registered Nurses	Nursing Assistants	Licensed Practical and Licensed Vocational Nurses	Nurse Practitioners	Critical Care Nurses	Nurse Anesthetists *	Nursing Instructors and Teachers, Postsecondary	Acute Care Nurses	Clinical Nurse Specialists
Registered Nurse	●				●		●		
Certified Nursing Assistant		●							
First Aid CPR AED	●	●	●		●			●	
Advanced Cardiac Life Support (ACLS) Certification	●			●	●				
Nurse Practitioner	●			●					●
Licensed Nursing Assistant		●							
Basic Cardiac Life Support Certification	●	●	●	●	●				
Certified Quality Inspector	●	●			●				
Licensed Vocational Nurse (LVN)		●	●						
Certified Case Manager	●								
Emergency Medical Technician	●	●			●				
Neonatal Resuscitation	●			●					
Home Health Aide		●							
Advanced Practice Nurse	●			●					●
Critical Care Registered Nurse (CCRN)	●				●				
Advanced Registered Nurse Practitioner			●	●					
Certified Emergency Nurse	●								
Phlebotomy Certificate		●							
Acute Care Nurse Practitioner	●			●					

* Nurse Anesthetists do have specific certifications requested such as Certified Diabetes Educator and Nurse Anesthetist, but these were not among the most frequently requested certifications.

Skills

Roughly one-third of online job postings for nurses included specific skills desired by the employer. *Basis skills* requested were mostly soft skills – led by communication and organizational skills. On the other hand, *specialized skills* frequently requested in job ads referenced specific nursing skills, such as patient care and treatment planning.

Specialized Skills	Job Postings	Basic Skills	Job Postings
Patient Care	149	Communication Skills	79
Treatment Planning	78	Organizational Skills	59
Advanced Cardiac Life Support (ACLS)	66	Planning	54
Case Management	64	Building Effective Relationships	51
Discharge Planning	59	Critical Thinking	47
Collaboration	56	Quality Assurance and Control	41
Patient Direction	56	English	37
Patient/Family Education and Instruction	50	Computer Skills	34
Patient Evaluation	47	Teaching	33
Clinical Experience	47	Writing	29

Employers

Identifying an employer with the largest share of online nursing postings is difficult because of the unique nature of many positions. Furthermore, some medical facilities directly place their postings online while others refer their postings through staffing agencies and recruiting services. These agencies, in turn, may post ads online for a specific employer or to fill their own rosters; some may even be recruiting in state for military service or for travel assignments in other states.

For example, the majority of postings from HCR ManorCare were actually recruitment in New Hampshire for hospice services to be provided in Ohio. An additional complication to a straight tally of job postings is that some recruiting agencies may also post jobs on behalf of employers who have already directly listed these jobs. In this case, the same job can be listed by two employers, and cannot be identified in the system as a duplicate posting.

The count of postings by employer does, however, provide information about employers that are actively recruiting applicants for nursing positions.

Employer	Job Postings
Hospital Corporation of America	44
St Joseph Hospital	28
Coremedical Group	22
Elliot Health System	19
Genesis Healthcare Corporation	18
Portsmouth Regional Hospital	17
Dartmouth-Hitchcock Medical Center	16
RNnetwork	15
HCR ManorCare	14
US Army	14
Convenient MD Urgent Care	14
Parkland Medical Center	13
Benchmark Senior Living	12
Sava Senior Care	12
Department of Veterans Affairs	11

Burning Glass Occupational Classification versus Standard Occupational Classification (SOC)

Data for this analysis were extracted from Burning Glass Technologies' Labor/Insight Jobs application. To allow better assessment of job posting content as a labor market indicator, Burning Glass Technologies derived its own occupational classification system. [1] This classification system is based on the Standard Occupational Classification (SOC). Burning Glass Technologies analyzed job titles along with skills and education requirements extracted from online job postings, and adapted the SOC taxonomy to more accurately reflect their content.

Traditional labor market information compiled using a standard occupational taxonomy is comparable over time and geography. However, updating classifications requires a substantial amount of time, particularly classifications authorized by the federal government. While Burning Glass Occupations, or BGOCCs are based on a standard taxonomy, the inclusions of details from real-time job postings provides more flexibility, as well as the ability to gain insight into new and emerging occupations.

[1] Labor/Insight Jobs (Burning Glass Technologies)