

# Employer Demand Profile

## Enabling Market-Responsive Program Development

Real-time employer demand data identifies the top skills, employers, and occupations for professionals with a bachelor’s degree or above. Use the data and brainstorming questions included here to guide campus discussions about how to grow and direct the development of the program portfolio.

### Questions to Inform Initial Program Discussions

#### Skills

- Which of our current programs integrate high-demand skills?
- What new program opportunities would confer high-demand skills?
- Are these skills relevant to a narrow suite of programs, or should most or all of our programs teach these skills?
- Do we emphasize these high-demand skills in our marketing messages?

#### Employers

- How often do our students find jobs with these top employers?
- How many employees of these top employers do we or have we previously served?

## Province in Focus: Alberta

### Most Commonly Sought Job Skills in 2023

n = 67,146 job postings

Skill	Number of Job Postings
Project Management	14,516
Marketing	7,833
Finance	6,911
Accounting	6,444
Auditing	5,390
Data Analysis	4,627
Computer Science	4,265
Business Development	4,126
Procurement	4,057
Change Management	3,804

### Employers with Greatest Demand in 2023

n = 67,146 job postings

Employer	Number of Job Postings
Alberta Health Services	2,966
University of Calgary	2,664
Government of Alberta	2,142
University Of Alberta	1,139
City of Calgary	764
Stantec	575
Adecco	560
City Of Edmonton	546
TD Bank	463
Enbridge	458

*Questions to Inform Initial Program Discussions*

Occupations

- What opportunities do we have to expand programs that already prepare students to find jobs in these popular occupations?
- What new programs should we consider launching that align with employer demand for these occupations?
- How can we attract students to our programs to prepare for these roles?
- How often are students inquiring about education and job opportunities in these occupations?
- What continuing education might professionals in these high-demand occupations require to maintain their qualifications?

**Most Commonly Sought Occupations in 2023**

n = 67,146 job postings

Occupation	Number of Job Postings
Human Resources and Business Service Professionals	5,181
Administrative Services Managers	3,430
Administrative, Property and Payroll Officers	3,018
Auditors, Accountants and Investment Professionals	2,769
Civil and Mechanical Engineers	2,600
Retail Salespersons and Non-technical Wholesale Trade Sales and Account Representatives	2,311
Computer and Information Systems Professionals	2,283
Computer, Software and Web Designers and Developers	1,682
Paraprofessional Occupations in Legal, Social, Community and Education Services	1,570

**Additional EAB Resources to Support Market-Responsive Program Development**



Market Intelligence Resources

- [Executive Guide to Certify Market Risks and Opportunities](#)
- [Understand the needs and motivations of working professional student segments](#)



Program Launch Resources

- [New Program Launch Guidebook](#)
- [Adult Program Innovation Launch Guide](#)



Program Design Resources

- [Design Credentials to Meet Adult Student Needs](#) roadmap
- [3 tips for innovative and successful program design](#)



Program Revitalization Resources

- [Revitalizing the Program Portfolio](#)
- [Choosing the right undergraduate programs for revitalization](#)
- [Revitalizing Academic Program Performance](#) webinar