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: British Columbia

Most Commonly Sought Job Skills in 2023

n = 90,254 job postings

Skill	Number of Job Postings
Project Management	18,388
Marketing	10,418
Finance	8,194
Accounting	7,143
Computer Science	6,802
Auditing	6,019
Social Work	5,562
Data Analysis	5,469
Mental Health	4,494
Construction	4,312

Employers with Greatest Demand in 2023

n = 90,254 job postings

Employer	Number of Job Postings
Government of British Columbia	2,698
University Of British Columbia	2,382
Provincial Health Services Authority	2,094
Fraser Health	1,777
CivicInfo BC	1,748
Bc Public Service	1,284
Vancouver Coastal Health	1,119
Island Health	872
Lululemon	778
Robert Half	740

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 = 90,254 job postings

Occupation	Number of Job Postings
Human Resources and Business Service Professionals	7,070
Administrative Services Managers	5,030
Administrative, Property and Payroll Officers	4,532
Civil and Mechanical Engineers	2,969
Auditors, Accountants and Investment Professionals	2,897
Retail Salespersons and Non-technical Wholesale Trade Sales and Account Representatives	2,822
Paraprofessional Occupations in Legal, Social, Community and Education Services	2,793
Computer, Software and Web Designers and Developers	2,711
Computer and Information Systems Professionals	2,536

Additional EAB Resources to Support Market-Responsive Program Development

Market Intelligence Resources
- Executive Guide to Certificate 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