

# 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: Manitoba

### Most Commonly Sought Job Skills in 2023

n = 15,267 job postings

| Skill               | Number of Job Postings |
|---------------------|------------------------|
| Project Management  | 2,338                  |
| Marketing           | 1,410                  |
| Mental Health       | 1,297                  |
| Accounting          | 1,229                  |
| Finance             | 1,184                  |
| Social Work         | 1,131                  |
| Auditing            | 1,030                  |
| Nursing             | 951                    |
| Computer Science    | 936                    |
| Conflict Resolution | 738                    |

### Employers with Greatest Demand in 2023

n = 15,267 job postings

| Employer                              | Number of Job Postings |
|---------------------------------------|------------------------|
| University of Manitoba                | 1,367                  |
| University Of Winnipeg                | 555                    |
| Winnipeg Regional Health Authority    | 534                    |
| Government of Manitoba                | 436                    |
| Shared Health                         | 354                    |
| Health Sciences Centre                | 186                    |
| The Great-West Life Assurance Company | 184                    |
| Igm Financial                         | 168                    |
| City Of Winnipeg                      | 138                    |
| Brandon University                    | 130                    |

*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 = 15,267 job postings

| Occupation  | Number of Job Postings |
|---|------------------------|
| Human Resources and Business Service Professionals                              | 950                    |
| Administrative Services Managers  | 713                    |
| Paraprofessional Occupations in Legal, Social, Community and Education Services | 666                    |
| Administrative, Property and Payroll Officers                                   | 589                    |
| Nursing and Allied Health Professionals   | 571                    |
| Social and Community Service Professionals                                      | 525                    |
| Auditors, Accountants and Investment Professionals                              | 497                    |
| Civil and Mechanical Engineers  | 401                    |
| University Professors and Post-secondary Assistants                             | 390                    |

**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