

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: New Brunswick

Most Commonly Sought Job Skills in 2023

n = 11,801 job postings

Skill	Number of Job Postings
Bilingual (French/English)	1,749
Project Management	1,721
Marketing	1,069
Finance	851
Computer Science	821
Accounting	784
Auditing	775
Data Analysis	628
Process Improvement	589
Key Performance Indicators (KPIs)	474

Employers with Greatest Demand in 2023

n = 11,801 job postings

Employer	Number of Job Postings
J.D. Irving	1,189
Horizon Health Network	533
Vitalité Health Network	521
University Of New Brunswick	352
Université De Moncton	306
Irving Oil	239
TD Bank	167
Bell	151
McCain Foods	141
Midland Transport	104

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 = 11,801 job postings

Occupation	Number of Job Postings
Human Resources and Business Service Professionals	760
Administrative Services Managers	566
Civil and Mechanical Engineers	474
Administrative, Property and Payroll Officers	415
Auditors, Accountants and Investment Professionals	412
Paraprofessional Occupations in Legal, Social, Community and Education Services	348
Social and Community Service Professionals	330
Computer and Information Systems Professionals	321
Retail Salespersons and Non-technical Wholesale Trade Sales and Account Representatives	318

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