

# 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: Newfoundland and Labrador

### Most Commonly Sought Job Skills in 2023

n = 6,218 job postings

Skill	Number of Job Postings
Project Management	964
Responsive Teaching	605
Accounting	446
Marketing	424
Auditing	411
Social Work	394
Finance	370
Mental Health	370
Psychology	332
Procurement	324

### Employers with Greatest Demand in 2023

n = 6,218 job postings

Employer	Number of Job Postings
Newfoundland & Labrador English School District	810
State of Victoria	346
Newfoundland & Labrador Hydro	164
Memorial University of Newfoundland	163
Labrador Grenfell Health	157
Government of Newfoundland and Labrador	155
Western Regional Health Authority	114
Adecco	86
Cenovus Energy	82
Central Health	70

*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 = 6,218 job postings

Occupation	Number of Job Postings
Secondary, Elementary and Kindergarten School Teachers	458
Civil and Mechanical Engineers	343
Human Resources and Business Service Professionals	293
Nursing and Allied Health Professionals	276
Administrative Services Managers	273
Social and Community Service Professionals	236
Administrative, Property and Payroll Officers	217
Auditors, Accountants and Investment Professionals	215
Paraprofessional Occupations in Legal, Social, Community and Education Services	186
Managers in Education	173

**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