

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: Northwest Territories

Most Commonly Sought Job Skills in 2023

n = 1,214 job postings

Skill	Number of Job Postings
Finance	462
Project Management	259
Social Work	146
Financial Management	123
Accounting	122
Social Sciences	88
Curriculum Development	84
Human Resource Management	84
Classroom Management	73
Financial Statements	69

Employers with Greatest Demand in 2023

n = 1,214 job postings

Employer	Number of Job Postings
Government of Northwest Territories	565
TJX	36
Inuvialuit Regional Corporation	22
Rio Tinto Group	22
City Of Yellowknife	18
Stantec	17
Gwichin Tribal Council	13
Parsons	11
Prep Academy Tutors	11
Toronto Catholic District School Board	9

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 = 1,214 job postings

Occupation	Number of Job Postings
Administrative, Property and Payroll Officers	74
Secondary, Elementary and Kindergarten School Teachers	74
Administrative Services Managers	66
Nursing and Allied Health Professionals	60
Human Resources and Business Service Professionals	53
Auditors, Accountants and Investment Professionals	48
Paraprofessional Occupations in Legal, Social, Community and Education Services	41
Social and Community Service Professionals	36
Architects, Urban Planners and Land Surveyors	35

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