

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: Nova Scotia

Most Commonly Sought Job Skills in 2023

n = 19,469 job postings

Skill	Number of Job Postings
Project Management	3,352
Social Work	1,569
Accounting	1,464
Marketing	1,446
Finance	1,392
Mental Health	1,350
Computer Science	1,304
Auditing	1,180
Psychology	1,121
Nursing	984

Employers with Greatest Demand in 2023

n = 19,469 job postings

Employer	Number of Job Postings
Government of Nova Scotia	3,576
Dalhousie University	965
Irving Shipbuilding	604
Iwk Health Centre	351
J.D. Irving	318
Acadia University	317
Nova Scotia School Boards (NSSB)	268
Sobeys	239
Ultra Agency	208
Emera Corp	205

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 = 19,469 job postings

Occupation	Number of Job Postings
Human Resources and Business Service Professionals	1,067
Administrative Services Managers	927
Paraprofessional Occupations in Legal, Social, Community and Education Services	916
Social and Community Service Professionals	915
Administrative, Property and Payroll Officers	832
Office Support and Court Services Occupations	702
Civil and Mechanical Engineers	627
Therapy and Assessment Professionals	586
Auditors, Accountants and Investment Professionals	567

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