

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: Nunavut

Most Commonly Sought Job Skills in 2023

n = 702 job postings

Skill	Number of Job Postings
Bilingual (French/English)	308
Nursing	120
Project Management	93
Language Interpretation	79
Finance	76
Balanced Literacy Approach	72
Differentiated Instruction	72
Accounting	71
Classroom Management	70
Higher Education	54

Employers with Greatest Demand in 2023

n = 702 job postings

Employer	Number of Job Postings
Government of Nunavut	422
Agnico Eagle Mines Limited	64
City Of Iqaluit	25
Toronto Catholic District School Board	23
Agnico-Eagle USA	11
Canadian Health Labs	10
Nasittuq Corporation	10
Adecco	8
Canadian Broadcasting Corporation	7
Qulliq Energy Corporation	6

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 = 702 job postings

Occupation	Number of Job Postings
Nursing and Allied Health Professionals	64
Administrative Services Managers	49
Administrative, Property and Payroll Officers	40
Paraprofessional Occupations in Legal, Social, Community and Education Services	40
Secondary, Elementary and Kindergarten School Teachers	36
Managers in Social, Community and Correctional Services	30
Auditors, Accountants and Investment Professionals	27
Managers in Public Administration	22
Social and Community Service Professionals	22

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