

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: Prince Edward Island

Most Commonly Sought Job Skills in 2023

n = 1,811 job postings

Skill	Number of Job Postings
Project Management	288
Marketing	156
Computer Science	128
Accounting	126
Finance	117
Data Analysis	107
Social Work	97
Auditing	96
Good Manufacturing Practices	81
Occupational Safety And Health	79

Employers with Greatest Demand in 2023

n = 1,811 job postings

Employer	Number of Job Postings
University Of Prince Edward Island	267
Government of Prince Edward Island	111
Health Pei	75
Biovectra	58
Adecco	31
Sobeys	31
Elanco	24
TD Bank	20
City Of Charlottesville	17
Lawtons Limited	17

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 = 1,811 job postings

Occupation	Number of Job Postings
University Professors and Post-secondary Assistants	104
Human Resources and Business Service Professionals	86
Administrative Services Managers	82
Administrative, Property and Payroll Officers	82
Paraprofessional Occupations in Legal, Social, Community and Education Services	63
Civil and Mechanical Engineers	50
Pharmacists and Dietitians	46
Computer, Software and Web Designers and Developers	44
Social and Community Service Professionals	44

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