

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: Quebec

Most Commonly Sought Job Skills in 2023

n = 51,297 job postings

Skill	Number of Job Postings
Bilingual (French/English)	17,267
Project Management	9,272
Marketing	7,260
Finance	6,119
Computer Science	5,165
Accounting	4,290
Auditing	4,023
Agile Methodology	3,603
Key Performance Indicators (KPIs)	3,427
Microsoft Teams	3,350

Employers with Greatest Demand in 2023

n = 51,297 job postings

Employer	Number of Job Postings
Bombardier	1,340
TD Bank	798
Banque Nationale	733
BRP	710
Mcgill University	639
BMO Harris Bank	572
IGA Supermarkets	560
Bell	553
Air Canada	533
Alarme Desjardins	498

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 = 51,297 job postings

Occupation	Number of Job Postings
Human Resources and Business Service Professionals	5,114
Administrative Services Managers	3,053
Auditors, Accountants and Investment Professionals	2,870
Retail Salespersons and Non-technical Wholesale Trade Sales and Account Representatives	2,451
Computer, Software and Web Designers and Developers	2,310
Administrative, Property and Payroll Officers	2,062
Civil and Mechanical Engineers	1,882
Electrical, Electronics and Computer Engineers	1,634
Computer and Information Systems Professionals	1,545

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