

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: Saskatchewan

Most Commonly Sought Job Skills in 2023

n = 21,684 job postings

Skill	Number of Job Postings
Project Management	2,884
Nursing	2,196
Marketing	1,735
Social Work	1,598
Finance	1,583
Accounting	1,560
Auditing	1,072
Psychology	1,031
Computer Science	1,022
Agriculture	1,000

Employers with Greatest Demand in 2023

n = 21,684 job postings

Employer	Number of Job Postings
Government of Saskatchewan	4,450
Health Careers in Saskatchewan	1,209
University Of Saskatchewan	1,118
University of Regina	742
Nutrien	359
Saskatchewan Polytechnic	355
Farm Credit Canada	345
Federated Co-Operatives Limited	271
City of Regina	164
Cameco Corporation	159

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 = 21,684 job postings

Occupation	Number of Job Postings
Nursing and Allied Health Professionals	2,624
Human Resources and Business Service Professionals	1,150
Administrative Services Managers	909
Administrative, Property and Payroll Officers	842
Paraprofessional Occupations in Legal, Social, Community and Education Services	814
Social and Community Service Professionals	708
Civil and Mechanical Engineers	692
University Professors and Post-secondary Assistants	675
Retail Salespersons and Non-technical Wholesale Trade Sales and Account Representatives	568

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