

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: Yukon

Most Commonly Sought Job Skills in 2023

n = 1,052 job postings

Skill	Number of Job Postings
Project Management	230
Social Work	127
Case Management	78
Accounting	71
Finance	68
Conflict Resolution	63
Marketing	63
Construction	62
Information Systems	60
Data Analysis	59

Employers with Greatest Demand in 2023

n = 1,052 job postings

Employer	Number of Job Postings
Government of Yukon	206
Yukon Government	138
Yukon University	57
Yukon Hospital Corporation	33
Yukon College	30
Northwestel	18
Parsons	15
Stantec	15
Tetra Tech	15
Chief Isaac	13

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 = 1,052 job postings

Occupation	Number of Job Postings
Human Resources and Business Service Professionals	63
Paraprofessional Occupations in Legal, Social, Community and Education Services	60
Social and Community Service Professionals	58
Administrative, Property and Payroll Officers	56
Civil and Mechanical Engineers	37
Nursing and Allied Health Professionals	35
Administrative Services Managers	34
Architects, Urban Planners and Land Surveyors	31
Technical Inspectors And Regulatory Officers	24

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