

# 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?

Source: EAB analysis. Lightcast Analyst.

## Province in Focus: Alberta

### Most Commonly Sought Job Skills in 2024

n = 69,901 job postings

Skill	Number of Job Postings
Project Management	14,693
Marketing	8,728
Finance	7,244
Accounting	6,473
Auditing	5,586
Continuous Improvement Process	5,286
Business Development	5,178
Computer Science	4,587
Data Analysis	4,502
Customer Relationship Management	3,999

### Employers with Greatest Demand in 2024

n = 69,901 job postings

Employer	Number of Job Postings
Government of Alberta	2,400
Alberta Health Services	2,324
University of Calgary	1,795
University of Alberta	1,152
City of Calgary	710
Stantec	552
City of Edmonton	529
Enbridge	527
TD Bank	426
Mount Royal University	413

*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 2024**

n = 69,901 job postings

Occupation	Number of Job Postings
Human Resources and Business Service Professionals	4,675
Administrative Services Managers	3,561
Administrative, Property and Payroll Officers	3,246
Auditors, Accountants and Investment Professionals	2,748
Retail Salespersons and Non-technical Wholesale Trade Sales and Account Representatives	2,715
Computer and Information Systems Professionals	2,219
Civil and Mechanical Engineers	2,164
Paraprofessional Occupations in Legal, Social, Community and Education Services	2,040
Computer, Software and Web Designers and Developers	1,662

**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