

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: British Columbia

Most Commonly Sought Job Skills in 2024

n = 106,145 job postings

Skill	Number of Job Postings
Project Management	21,169
Marketing	11,604
Finance	10,318
Accounting	8,975
Computer Science	8,277
Auditing	7,362
Social Work	7,047
Continuous Improvement Process	6,857
Data Analysis	6,474
Mental Health	5,952

Employers with Greatest Demand in 2024

n = 106,145 job postings

Employer	Number of Job Postings
Government of British Columbia	4,807
Fraser Health	2,622
University of British Columbia	2,280
Provincial Health Services Authority	1,864
Vancouver Coastal Health	1,407
Island Health	975
CivicInfo BC	878
TD Bank	807
Northern Health - BC	773
Lululemon	743

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 = 106,145 job postings

Occupation	Number of Job Postings
Human Resources and Business Service Professionals	6,783
Administrative Services Managers	5,714
Administrative, Property and Payroll Officers	5,407
Paraprofessional Occupations in Legal, Social, Community and Education Services	3,774
Computer, Software and Web Designers and Developers	3,633
Social and Community Service Professionals	3,588
Retail Salespersons and Non-technical Wholesale Trade Sales and Account Representatives	3,524
Auditors, Accountants and Investment Professionals	3,344
Computer and Information Systems Professionals	2,825

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