

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: New Brunswick

Most Commonly Sought Job Skills in 2024

n = 9,396 job postings

Skill	Number of Job Postings
Project Management	1,451
Bilingual (French/English)	1,025
Marketing	926
Finance	742
Continuous Improvement Process	733
Computer Science	653
Auditing	645
Accounting	601
Business Development	497
Process Improvement	490

Employers with Greatest Demand in 2024

n = 9,396 job postings

Employer	Number of Job Postings
Horizon Health Network	573
Vitalité Health Network	414
Irving Oil	205
TD Bank	190
McCain Foods	188
Université de Moncton	174
University of New Brunswick	170
J.D. Irving, Limited	137
Stantec	122
Sobeys	112

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 = 9,396 job postings

Occupation	Number of Job Postings
Human Resources and Business Service Professionals	575
Administrative Services Managers	477
Administrative, Property and Payroll Officers	387
Retail Salespersons and Non-technical Wholesale Trade Sales and Account Representatives	380
Auditors, Accountants and Investment Professionals	311
Paraprofessional Occupations in Legal, Social, Community and Education Services	298
Social and Community Service Professionals	298
Therapy and Assessment Professionals	265
Pharmacists and Dietitians	261

Additional EAB Resources to Support Market-Responsive Program Development



Market Intelligence Resources

- [Executive Guide to Certicate 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