

# 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: Northwest Territories

### Most Commonly Sought Job Skills in 2024

n = 1,450 job postings

Skill	Number of Job Postings
Finance	351
Project Management	229
Social Work	167
Financial Management	140
Accounting	125
Social Sciences	120
Human Resource Management	113
Pedagogy	89
Environmental Science	86
Auditing	79

### Employers with Greatest Demand in 2024

n = 1,450 job postings

Employer	Number of Job Postings
Government of Northwest Territories	719
TJX	46
City of Yellowknife	33
Inuvialuit Regional Corporation	26
Prep Academy Tutors	20
Northwestel	18
Stantec	17
WSP Global	14
Canadian Broadcasting Corporation	13
Gwichin Tribal Council	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 2024**

n = 1,450 job postings

Occupation	Number of Job Postings
Human Resources and Business Service Professionals	113
Administrative, Property and Payroll Officers	87
Secondary, Elementary and Kindergarten School Teachers	82
Administrative Services Managers	74
Paraprofessional Occupations in Legal, Social, Community and Education Services	71
Nursing and Allied Health Professionals	62
Managers in Public Administration	51
Architects, Urban Planners and Land Surveyors	48
Social and Community Service Professionals	48

**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

Source: EAB analysis. Lightcast Analyst.