

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: Ontario

Most Commonly Sought Job Skills in 2024

n = 268,299 job postings

Skill	Number of Job Postings
Project Management	53,780
Marketing	36,935
Finance	33,598
Computer Science	27,711
Auditing	26,239
Accounting	26,161
Continuous Improvement Process	22,546
Data Analysis	20,747
Key Performance Indicators (KPIs)	17,571
Risk Management	17,059

Employers with Greatest Demand in 2024

n = 268,299 job postings

Employer	Number of Job Postings
University of Toronto	4,106
TD Bank	3,409
Scotiabank & Trust	2,625
BMO	2,623
Royal Bank of Canada	2,254
Randstad	1,644
Robert Half	1,373
Western University	1,313
Loblaw Companies Limited	1,072
Deloitte	1,031

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 = 268,299 job postings

Occupation	Number of Job Postings
Human Resources and Business Service Professionals	22,368
Administrative Services Managers	16,794
Auditors, Accountants and Investment Professionals	13,133
Administrative, Property and Payroll Officers	11,882
Retail Salespersons and Non-technical Wholesale Trade Sales and Account Representatives	11,270
Computer, Software and Web Designers and Developers	11,132
Computer and Information Systems Professionals	9,670
Paraprofessional Occupations in Legal, Social, Community and Education Services	6,785
Civil and Mechanical Engineers	5,970

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