

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: Prince Edward Island

Most Commonly Sought Job Skills in 2024

n = 1,591 job postings

| Skill | Number of Job Postings |
|------------------------------|------------------------|
| Project Management | 252 |
| Marketing | 132 |
| Finance | 125 |
| Accounting | 124 |
| Auditing | 107 |
| Psychology | 93 |
| Good Manufacturing Practices | 92 |
| Social Work | 89 |
| Computer Science | 88 |
| Mental Health | 87 |

Employers with Greatest Demand in 2024

n = 1,591 job postings

| Employer | Number of Job Postings |
|--|------------------------|
| University of Prince Edward Island | 336 |
| Government of Prince Edward Island | 97 |
| Biovectra | 55 |
| Health PEI | 35 |
| Elanco | 24 |
| TD Bank | 24 |
| Canadian Mental Health Association | 21 |
| Immigrant & Refugee Services Association PEI | 19 |
| Lawtons Limited | 19 |
| Sobeys | 17 |

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 = 1,591 job postings

| Occupation | Number of Job Postings |
|---|------------------------|
| University Professors and Post-secondary Assistants | 111 |
| Administrative Services Managers | 76 |
| Paraprofessional Occupations in Legal, Social, Community and Education Services | 71 |
| Human Resources and Business Service Professionals | 68 |
| Administrative, Property and Payroll Officers | 57 |
| Nursing and Allied Health Professionals | 48 |
| Auditors, Accountants and Investment Professionals | 41 |
| Dentists, Optometrists and Audiologists | 36 |
| Retail Salespersons and Non-technical Wholesale Trade Sales and Account Representatives | 36 |

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