

# 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: Saskatchewan

### Most Commonly Sought Job Skills in 2024

n = 18,783 job postings

Skill	Number of Job Postings
Project Management	2,633
Marketing	1,549
Nursing	1,482
Social Work	1,389
Finance	1,323
Accounting	1,280
Continuous Improvement Process	1,129
Auditing	989
Computer Science	941
Psychology	922

### Employers with Greatest Demand in 2024

n = 18,783 job postings

Employer	Number of Job Postings
Health Careers in Saskatchewan	1,931
Government of Saskatchewan	1,807
University of Saskatchewan	1,051
University of Regina	835
Saskatchewan Polytechnic	455
Farm Credit Canada	296
Nutrien	265
First Nations University of Canada	185
Prairie Valley School Division	126
Red River Co-Op	126

*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 = 18,783 job postings

Occupation	Number of Job Postings
Nursing and Allied Health Professionals	2,202
Human Resources and Business Service Professionals	900
Administrative, Property and Payroll Officers	734
Administrative Services Managers	721
University Professors and Post-secondary Assistants	716
Paraprofessional Occupations in Legal, Social, Community and Education Services	654
Retail Salespersons and Non-technical Wholesale Trade Sales and Account Representatives	636
Social and Community Service Professionals	619
Auditors, Accountants and Investment Professionals	533

**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