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?

Province in Focus: Alberta

Most Commonly Sought Job Skills in 2025

n = 75,065 job postings

Skill	Number of Job Postings
Project Management	15,835
Finance	9,140
Marketing	8,768
Continuous Improvement Process	7,490
Accounting	7,478
Auditing	6,880
Business Development	5,957
Computer Science	5,543
Data Analysis	5,238
Process Improvement	4,709

Employers with Greatest Demand in 2025

n = 75,065 job postings

Employer	Number of Job Postings
Alberta Health Services	2,255
Government of Alberta	2,032
University of Calgary	1,775
TD Bank	1,075
University of Alberta	965
Stantec	943
City of Calgary	621
Enbridge	585
City of Edmonton	489
Nutrien	416

Source: EAB analysis. Lightcast Analyst.

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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 2025

n = 75,065 job postings

Occupation	Number of Job Postings
Human Resources and Business Service Professionals	4,972
Administrative, Property and Payroll Officers	4,391
Auditors, Accountants and Investment Professionals	4,179
Administrative Services Managers	3,828
Retail Salespersons and Non-Technical Wholesale Trade Sales and Account Representatives	3,296
Computer and Information Systems Professionals	2,434
Civil and Mechanical Engineers	2,124
Corporate Sales Managers	1,799
Computer, Software and Web Designers And Developers	1,782
Unclassified Minor Group	1,477

Additional EAB Resources to Support Market-Responsive Program Development

Market Intelligence Resources

- Executive Guide to Certificate 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.

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