

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: British Columbia

Most Commonly Sought Job Skills in 2025

n = 96,537 job postings

Skill	Number of Job Postings
Project Management	18,945
Marketing	11,546
Finance	9,842
Computer Science	8,469
Accounting	7,989
Continuous Improvement Process	7,793
Auditing	7,438
Workflow Management	6,556
Data Analysis	6,069
Business Development	5,964

Employers with Greatest Demand in 2025

n = 96,537 job postings

Employer	Number of Job Postings
University of British Columbia	2,684
Fraser Health	2,081
TD Bank	1,436
Provincial Health Services Authority	1,319
Lululemon	1,206
Vancouver Coastal Health	1,203
Stantec	943
Government of British Columbia	783
Interior Health Authority	670
Island Health	494

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 = 96,537 job postings

Occupation	Number of Job Postings
Human Resources and Business Service Professionals	6,358
Administrative, Property and Payroll Officers	6,021
Administrative Services Managers	4,714
Auditors, Accountants and Investment Professionals	4,270
Social and Community Service Professionals	3,941
Retail Salespersons and Non-Technical Wholesale Trade Sales and Account Representatives	3,521
Computer, Software and Web Designers And Developers	3,484
Computer and Information Systems Professionals	2,436
Civil and Mechanical Engineers	2,250
Paraprofessional Occupations in Legal, Social, Community and Education Services	2,246

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](#)