

# 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: Manitoba

### Most Commonly Sought Job Skills in 2025

n = 17,651 job postings

Skill	Number of Job Postings
Project Management	2,559
Marketing	1,734
Finance	1,540
Continuous Improvement Process	1,363
Auditing	1,359
Accounting	1,304
Social Work	1,196
Mental Health	1,145
Computer Science	1,048
Nursing	967

### Employers with Greatest Demand in 2025

n = 17,651 job postings

Employer	Number of Job Postings
Winnipeg Regional Health Authority	1,492
University of Winnipeg	559
University of Manitoba	347
Prairie Mountain Health	263
Shared Health	251
Government of Manitoba	247
Interlake-Eastern Regional Health Authority	232
TD Bank	218
City of Winnipeg	200
Stantec	183

### 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 = 17,651 job postings

Occupation	Number of Job Postings
Human Resources and Business Service Professionals	982
Administrative Services Managers	896
Administrative, Property and Payroll Officers	825
Social and Community Service Professionals	810
Nursing and Allied Health Professionals	757
Auditors, Accountants and Investment Professionals	658
Retail Salespersons and Non-Technical Wholesale Trade Sales and Account Representatives	657
Paraprofessional Occupations in Legal, Social, Community and Education Services	559
Unclassified Minor Group	476
Pharmacists and Dietitians	446

### 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