

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: New Brunswick Most Commonly Sought Job Skills in 2025

n = 12,844 job postings

Skill	Number of Job Postings
Project Management	2,186
Bilingual (French/English)	1,424
Marketing	1,228
Continuous Improvement Process	1,202
Finance	1,092
Computer Science	1,076
Accounting	965
Auditing	870
Business Development	817
Workflow Management	757

Employers with Greatest Demand in 2025

n = 12,844 job postings

Employer	Number of Job Postings
Horizon Health Network	914
Vitalité Health Network	701
Cuso International USA	322
Deloitte	288
TD Bank	286
University of New Brunswick	202
Stantec	201
NEW BRUNSWICK EXTRA-MURAL	164
J.D. Irving, Limited	158
Irving Oil	150



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 = 12,844 job postings

Occupation	Number of Job Postings
Human Resources and Business Service Professionals	822
Administrative Services Managers	625
Auditors, Accountants and Investment Professionals	599
Administrative, Property and Payroll Officers	578
Retail Salespersons and Non-Technical Wholesale Trade Sales and Account Representatives	477
Therapy and Assessment Professionals	463
Social and Community Service Professionals	429
Computer and Information Systems Professionals	414
Nursing and Allied Health Professionals	379
Unclassified Minor Group	379

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](#)