

# 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: Newfoundland and Labrador

### Most Commonly Sought Job Skills in 2025

n = 5,752 job postings

Skill	Number of Job Postings
Project Management	1,046
Marketing	531
Accounting	514
Continuous Improvement Process	508
Finance	496
Auditing	424
Social Work	390
Computer Science	385
Mental Health	372
Business Development	346

### Employers with Greatest Demand in 2025

n = 5,752 job postings

Employer	Number of Job Postings
NL Health Services	561
State of Victoria	254
Newfoundland & Labrador Hydro	189
Deloitte	129
Intact	114
Memorial University of Newfoundland	97
Vale	95
HR Project Partners	84
TD Bank	82
Memorial University School of Music	72



### 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 = 5,752 job postings

Occupation	Number of Job Postings
Human Resources and Business Service Professionals	346
Administrative Services Managers	329
Administrative, Property and Payroll Officers	286
Auditors, Accountants and Investment Professionals	247
Nursing and Allied Health Professionals	236
Social and Community Service Professionals	232
Pharmacists and Dietitians	194
Computer and Information Systems Professionals	181
Unclassified Minor Group	178
Civil and Mechanical Engineers	158

### 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](#)