

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: Northwest Territories

Most Commonly Sought Job Skills in 2025

n = 1,434 job postings

Skill	Number of Job Postings
Finance	264
Project Management	259
Social Work	182
Accounting	133
Financial Management	120
Auditing	107
Social Sciences	86
Financial Statements	79
Construction	78
Environmental Science	78

Employers with Greatest Demand in 2025

n = 1,434 job postings

Employer	Number of Job Postings
Government of Northwest Territories	546
Stantec	45
TJX	44
Canadian Broadcasting Corporation	38
City of Yellowknife	37
Canadian Armed Forces	31
Gwichin Tribal Council	26
Inuvialuit Regional Corporation	18
York Region District School Board	18
Parsons	15



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 = 1,434 job postings

Occupation	Number of Job Postings
Administrative, Property and Payroll Officers	107
Administrative Services Managers	80
Nursing and Allied Health Professionals	70
Architects, Urban Planners and Land Surveyors	66
Managers in Public Administration	64
Social and Community Service Professionals	62
Paraprofessional Occupations in Legal, Social, Community and Education Services	53
Secondary, Elementary and Kindergarten School Teachers	51
Civil and Mechanical Engineers	50
Human Resources and Business Service Professionals	46

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](#)