

# 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: Nova Scotia

### Most Commonly Sought Job Skills in 2025

n = 21,164 job postings

Skill	Number of Job Postings
Project Management	3,371
Continuous Improvement Process	1,956
Social Work	1,905
Finance	1,829
Accounting	1,769
Marketing	1,618
Auditing	1,612
Computer Science	1,498
Mental Health	1,449
Workflow Management	1,300

### Employers with Greatest Demand in 2025

n = 21,164 job postings

Employer	Number of Job Postings
Government of Nova Scotia	2,992
Dalhousie University	1,867
IWK Health Centre	530
Royal Bank of Canada	417
Sobeys	415
Nova Scotia School Boards (NSSB)	319
Shannex Incorporated	302
Acadia University	278
Emera Corp	278
TD Bank	227

### 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 = 21,164 job postings

Occupation	Number of Job Postings
Human Resources and Business Service Professionals	1,136
Administrative, Property and Payroll Officers	1,110
Auditors, Accountants and Investment Professionals	976
Social and Community Service Professionals	942
Administrative Services Managers	906
Therapy and Assessment Professionals	857
Paraprofessional Occupations in Legal, Social, Community and Education Services	760
Pharmacists and Dietitians	691
Nursing and Allied Health Professionals	671
Computer and Information Systems Professionals	641

### 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