

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: Ontario

Most Commonly Sought Job Skills in 2025

n = 350,653 job postings

Skill	Number of Job Postings
Project Management	70,329
Finance	53,506
Marketing	45,062
Computer Science	44,904
Auditing	40,015
Accounting	37,633
Continuous Improvement Process	37,199
Data Analysis	31,344
Key Performance Indicators (KPIs)	26,807
Process Improvement	26,602

Employers with Greatest Demand in 2025

n = 350,653 job postings

Employer	Number of Job Postings
TD Bank	9,261
Scotiabank & Trust	6,554
University of Toronto	6,266
Vaco	4,652
BMO	4,144
Royal Bank of Canada	4,009
Deloitte	2,965
University of Ottawa	2,903
Brock University	2,830
S.i. Systems	1,977



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 = 350,653 job postings

Occupation	Number of Job Postings
Human Resources and Business Service Professionals	30,665
Auditors, Accountants and Investment Professionals	24,215
Administrative Services Managers	23,919
Administrative, Property and Payroll Officers	16,856
Computer, Software and Web Designers and Developers	16,407
Retail Salespersons and Non-Technical Wholesale Trade Sales and Account Representatives	13,604
Computer and Information Systems Professionals	13,453
University Professors and Post-secondary Assistants	8,309
Electrical, Electronics and Computer Engineers	8,118
Managers in Engineering, Architecture, Science and Information Systems	7,864

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](#)