

# 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: Prince Edward Island

### Most Commonly Sought Job Skills in 2025

n = 2,328 job postings

Skill	Number of Job Postings
Project Management	364
Finance	274
Auditing	221
Accounting	215
Marketing	208
Continuous Improvement Process	176
Conflict Resolution	172
Social Work	157
Social Sciences	135
Financial Statements	133

### Employers with Greatest Demand in 2025

n = 2,328 job postings

Employer	Number of Job Postings
University of Prince Edward Island	372
The Scouler Company	249
Health PEI	95
Government of Prince Edward Island	77
TD Bank	45
Biovectra	42
BMO	36
Canadian Armed Forces	33
Sobeys	32
Agilent Technologies	28



### 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 = 2,328 job postings

Occupation	Number of Job Postings
University Professors and Post-Secondary Assistants	137
Auditors, Accountants and Investment Professionals	112
Administrative Services Managers	107
Administrative, Property and Payroll Officers	92
Human Resources and Business Service Professionals	90
Paraprofessional Occupations in Legal, Social, Community and Education Services	88
Nursing and Allied Health Professionals	83
Social and Community Service Professionals	75
Computer and Information Systems Professionals	74
Pharmacists and Dietitians	64

### 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](#)