

# 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: Yukon

### Most Commonly Sought Job Skills in 2025

n = 1,332 job postings

Skill	Number of Job Postings
Project Management	238
Social Work	130
Cultural Diversity	120
Individualized Education Programs (IEP)	114
Classroom Management	108
Case Management	101
Self-Regulation	87
Business Development	83
Psychology	75
Mental Health	74

### Employers with Greatest Demand in 2025

n = 1,332 job postings

Employer	Number of Job Postings
Yukon Government	178
Government of Yukon	137
Yukon Hospital Corporation	81
Stantec	63
Yukon University	42
Northwestel	40
York Region District School Board	37
Canadian Armed Forces	28
Canadian Broadcasting Corporation	21
Parsons	20

### 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 = 1,332 job postings

Occupation	Number of Job Postings
Secondary, Elementary and Kindergarten School Teachers	117
Paraprofessional Occupations in Legal, Social, Community and Education Services	83
Social and Community Service Professionals	80
Administrative, Property and Payroll Officers	63
Administrative Services Managers	53
Nursing and Allied Health Professionals	48
Civil and Mechanical Engineers	39
Architects, Urban Planners and Land Surveyors	36
Human Resources and Business Service Professionals	36
Public and Environmental Health and Safety Professionals	36

### 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