

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?

State in Focus: Georgia

Most Commonly Sought Job Skills in 2023

n = 396,991 job postings

Skill	Number of Job Postings
Project Management	53,196
Marketing	39,566
Computer Science	34,723
Nursing	34,034
Auditing	31,978
Accounting	31,756
Finance	31,378
Data Analysis	22,486
Process Improvement	21,364
Agile Methodology	20,399

Employers with Greatest Demand in 2023

n = 396,991 job postings

Employer	Number of Job Postings
Emory Healthcare	6,984
Piedmont Healthcare	6,456
Wellstar Health System	6,440
Cox Communications	3,948
State of Georgia	3,411
Elevance Health	2,730
Randstad	2,577
Augusta University	2,434
Walmart	2,416
Cox Automotive	2,255

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 2023

n = 396,991 job postings

Occupation	Number of Job Postings
Registered Nurses	24,831
Software Developers	18,781
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	12,398
Managers, All Other	10,807
Medical and Health Services Managers	9,354
General and Operations Managers	8,181
Sales Managers	7,640
Accountants and Auditors	7,047
First-Line Supervisors of Retail Sales Workers	6,261
Marketing Managers	5,950

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