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?

Region in Focus: London

Most Commonly Sought Job Skills in 2023

n = 277,414 job postings

Skill	Number of Job Postings
Finance	40,471
Auditing	39,616
Accounting	39,508
Project Management	38,596
Marketing	24,563
Computer Science	15,785
Data Analysis	15,753
Risk Management	13,572
Business Development	13,256
Python (Programming Language)	12,389

Employers with Greatest Demand in 2023

n = 277,414 job postings

Employer	Number of Job Postings
NHS	14,680
Aether Financial Recruitment Limited	7,330
Wayman Education	4,018
Hays	3,158
Ribbons And Reeves Limited	2,755
PageGroup	2,751
Reed	2,428
Academics	2,285
Randstad	2,092

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 = 277,414 job postings

Occupation	Number of Job Postings
Chartered and Certified Accountants	17,159
Programmers and Software Development Professionals	10,758
Finance and Investment Analysts and Advisers	9,779
Secondary Education Teaching Professionals	8,957
Financial Managers and Directors	6,494
Sales Related Occupations N.E.C.	5,636
Project Support Officers	5,032
Management Consultants and Business Analysts	4,903
Teaching Assistants	4,690
Financial Accounts Managers	4,552

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