

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: New Hampshire

Most Commonly Sought Job Skills in 2023

n = 70,266 job postings

Skill	Number of Job Postings
Project Management	9,952
Nursing	7,809
Marketing	7,060
Auditing	6,969
Finance	6,218
Accounting	6,007
Computer Science	5,451
Data Analysis	4,582
Process Improvement	4,494
Agile Methodology	4,491

Employers with Greatest Demand in 2023

n = 70,266 job postings

Employer	Number of Job Postings
Dartmouth Health	1,813
BAE Systems	1,472
Dartmouth College	1,385
State Of New Hampshire	1,336
University of New Hampshire	1,277
Elevance Health	887
Capital One	666
Fidelity Investments	641
Guidehouse	580
Concord Hospital	549

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 = 70,266 job postings

Occupation	Number of Job Postings
Registered Nurses	4,317
Software Developers	3,013
Medical and Health Services Managers	1,922
Managers, All Other	1,673
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,486
First-Line Supervisors of Retail Sales Workers	1,357
General and Operations Managers	1,099
Accountants and Auditors	1,068
Sales Managers	994
Human Resources Specialists	969

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