

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 Jersey

Most Commonly Sought Job Skills in 2023

n = 329,860 job postings

Skill	Number of Job Postings
Project Management	46,107
Marketing	32,461
Auditing	31,515
Finance	31,044
Computer Science	29,233
Accounting	28,584
Nursing	26,334
Pharmaceuticals	22,217
Data Analysis	21,494
Agile Methodology	20,942

Employers with Greatest Demand in 2023

n = 329,860 job postings

Employer	Number of Job Postings
Rutgers University	7,139
RWJBarnabas Health	5,763
Hackensack Meridian Health	5,076
Bristol-Myers Squibb	4,748
State Of New Jersey	4,193
Randstad	3,739
Atlantic Health System	3,132
Capital One	2,956
Princeton University	2,555
Rütgers Ag	2,425

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 = 329,860 job postings

Occupation	Number of Job Postings
Registered Nurses	17,651
Software Developers	16,250
Managers, All Other	9,625
Medical and Health Services Managers	8,556
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	7,839
General and Operations Managers	6,625
Marketing Managers	6,049
Accountants and Auditors	6,018
Sales Managers	5,324
First-Line Supervisors of Retail Sales Workers	4,829

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