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: North East

Most Commonly Sought Job Skills in 2023

n = 36,844 job postings

Skill	Number of Job Postings
Project Management	4,104
Auditing	3,241
Finance	2,272
Accounting	2,072
Risk Analysis	1,967
Nursing	1,965
Mental Health	1,945
Key Performance Indicators (KPIs)	1,733
Marketing	1,656
Procurement	1,630

Employers with Greatest Demand in 2023

n = 36,844 job postings

Employer	Number of Job Postings
NHS	2,544
Protocol Education	729
Haven Holidays	726
Newcastle University	639
GSL Education	499
Randstad	492
Reed	469
Durham University	380
Penguin Recruitment	350

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 = 36,844 job postings

Occupation	Number of Job Postings
Production and Process Engineers	1,258
Other Nursing Professionals	1,217
Chartered and Certified Accountants	1,180
Secondary Education Teaching Professionals	1,161
Teaching Professionals N.E.C.	1,020
Higher Education Teaching Professionals	851
Mechanical Engineers	850
Programmers and Software Development Professionals	758
Social Workers	703
Civil Engineers	696

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