# 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 West

**Most Commonly Sought Job Skills in 2023**

n = 142,764 job postings

| Skill | Number of Job Postings |
|---|---|
| Auditing | 15,453 |
| Project Management | 14,461 |
| Finance | 13,795 |
| Accounting | 13,748 |
| Nursing | 6,939 |
| Marketing | 6,761 |
| Key Performance Indicators (KPIs) | 6,381 |
| Risk Analysis | 5,932 |
| Mental Health | 5,780 |
| Procurement | 5,629 |

**Employers with Greatest Demand in 2023**

n = 142,764 job postings

| Employer | Number of Job Postings |
|---|---|
| NHS | 9,935 |
| Randstad | 3,404 |
| Hays | 2,273 |
| Prospero Teaching | 2,165 |
| PageGroup | 2,136 |
| Teaching Personnel | 1,721 |
| Tradewind Recruitment | 1,717 |
| Reed | 1,152 |
| Morson International | 1,131 |

*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 = 142,764 job postings

| Occupation | Number of Job Postings |
|---|---|
| Chartered and Certified Accountants | 7,579 |
| Secondary Education Teaching Professionals | 6,913 |
| Teaching Professionals N.E.C. | 3,911 |
| Production and Process Engineers | 3,483 |
| Social Workers | 3,432 |
| Programmers and Software Development Professionals | 3,346 |
| Mechanical Engineers | 3,105 |
| Other Nursing Professionals | 2,943 |
| Higher Education Teaching Professionals | 2,530 |
| Civil Engineers | 2,459 |

## 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

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