

# 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: Northern Ireland

### Most Commonly Sought Job Skills in 2023

n = 17,125 job postings

Skill	Number of Job Postings
Project Management	2,495
Finance	1,966
Accounting	1,768
Auditing	1,673
Marketing	1,250
Procurement	996
Data Analysis	963
Computer Science	925
Key Performance Indicators (KPIs)	843
New Product Development	787

### Employers with Greatest Demand in 2023

n = 17,125 job postings

Employer	Number of Job Postings
Hays	931
Vanrath	865
Citigroup	743
Mcs Group	431
Tfs Healthcare	342
Queen's University Belfast	340
Almac Group	308
Randox Laboratories	269
NHS	240

*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 = 17,125 job postings

Occupation	Number of Job Postings
Chartered and Certified Accountants	865
Programmers and Software Development Professionals	791
Other Nursing Professionals	761
Production and Process Engineers	419
Finance and Investment Analysts and Advisers	395
Marketing Associate Professionals	344
Project Support Officers	339
Civil Engineers	306
IT Operations Technicians	287
Sales Related Occupations N.E.C.	284

**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