

# 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: Scotland

### Most Commonly Sought Job Skills in 2023

n = 86,163 job postings

Skill	Number of Job Postings
Project Management	12,198
Auditing	6,488
Finance	6,463
Procurement	5,068
Social Work	5,015
Accounting	4,839
Risk Analysis	4,453
Electrical Engineering	3,694
Civil Engineering	3,380
Marketing	3,322

### Employers with Greatest Demand in 2023

n = 86,163 job postings

Employer	Number of Job Postings
NHS	4,831
Scottish and Southern Electricity Networks	1,006
Randstad	926
Hays	915
Inverclyde Council	910
The University of Edinburgh	806
Renfrewshire Council	714
University of Glasgow	682
Rise Technical Recruitment Ltd	673

*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 = 86,163 job postings

Occupation	Number of Job Postings
Other Nursing Professionals	2,431
Production and Process Engineers	2,424
Civil Engineers	2,394
Programmers and Software Development Professionals	2,239
Social Workers	2,218
Mechanical Engineers	2,129
Project Support Officers	2,056
Early Education and Childcare Practitioners	2,025
Chartered and Certified Accountants	1,862
Electrical Engineers	1,666

**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