

# 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: South East

### Most Commonly Sought Job Skills in 2023

n = 195,446 job postings

Skill	Number of Job Postings
Project Management	22,416
Accounting	21,119
Auditing	21,103
Finance	18,143
Marketing	11,041
Mental Health	8,241
Procurement	8,142
Nursing	7,954
Key Performance Indicators (KPIs)	7,753
Data Analysis	7,649

### Employers with Greatest Demand in 2023

n = 195,446 job postings

Employer	Number of Job Postings
NHS	11,431
Academics	5,570
Reed	3,716
Randstad	2,987
PageGroup	2,649
Hays	2,623
Tpf Recruitment	1,232
Teaching Personnel	1,224
Penguin Recruitment	1,219

*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 = 195,446 job postings

Occupation	Number of Job Postings
Chartered and Certified Accountants	10,740
Programmers and Software Development Professionals	6,221
Secondary Education Teaching Professionals	6,174
Teaching Professionals N.E.C.	4,517
Production and Process Engineers	4,405
Mechanical Engineers	3,953
Sales Related Occupations N.E.C.	3,453
Other Nursing Professionals	3,435
Project Support Officers	3,152
Financial Managers and Directors	3,144

**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