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 West

Most Commonly Sought Job Skills in 2023
n = 104,910 job postings

Skill	Number of Job Postings
Project Management	13,001
Auditing	10,557
Accounting	9,912
Finance	7,454
Nursing	5,311
Procurement	4,569
Mental Health	4,539
Risk Analysis	4,301
Marketing	4,054
Mechanical Engineering	4,007

Employers with Greatest Demand in 2023
n = 104,910 job postings

Employer	Number of Job Postings
NHS	8,265
PageGroup	2,531
Hays	1,674
Haven Holidays	1,451
Penguin Recruitment	1,112
Teaching Personnel	1,032
Babcock International Group	1,016
Reed	987
Randstad	896

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 = 104,910 job postings

Occupation	Number of Job Postings
Chartered and Certified Accountants	5,019
Production and Process Engineers	3,083
Programmers and Software Development Professionals	3,046
Mechanical Engineers	2,619
Other Nursing Professionals	2,565
Civil Engineers	2,430
Secondary Education Teaching Professionals	2,148
Project Support Officers	2,124
Teaching Professionals N.E.C.	1,898
Quantity Surveyors	1,789

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