

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: Wales

Most Commonly Sought Job Skills in 2023

n = 33,181 job postings

Skill	Number of Job Postings
Project Management	3,697
Auditing	3,276
Nursing	2,220
Finance	2,195
Accounting	1,955
Midwifery	1,715
Marketing	1,554
Risk Analysis	1,514
Mental Health	1,365
Key Performance Indicators (KPIs)	1,313

Employers with Greatest Demand in 2023

n = 33,181 job postings

Employer	Number of Job Postings
NHS	3,216
Haven Holidays	1,055
Hays	554
Swansea University	499
Cardiff University	494
Academics	456
Penguin Recruitment	449
PageGroup	401
Reed	386

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 = 33,181 job postings

Occupation	Number of Job Postings
Chartered and Certified Accountants	1,041
Secondary Education Teaching Professionals	944
Other Nursing Professionals	863
Mechanical Engineers	845
Teaching Professionals N.E.C.	801
Production and Process Engineers	777
Civil Engineers	691
Social Workers	657
Programmers and Software Development Professionals	648
Higher Education Teaching Professionals	595

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