

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: West Midlands

Most Commonly Sought Job Skills in 2023

n = 104,863 job postings

Skill	Number of Job Postings
Project Management	12,640
Auditing	10,778
Accounting	10,124
Finance	10,085
Marketing	5,498
Key Performance Indicators (KPIs)	5,320
Risk Analysis	4,706
Nursing	4,555
Procurement	4,446
Data Analysis	4,001

Employers with Greatest Demand in 2023

n = 104,863 job postings

Employer	Number of Job Postings
NHS	6,634
PageGroup	1,616
Hays	1,373
Randstad	1,071
Jaguar Land Rover	1,026
The University of Warwick	783
Penguin Recruitment	781
Abc Teachers	727
Jonathan Lee Recruitment	712

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 = 104,863 job postings

Occupation	Number of Job Postings
Chartered and Certified Accountants	5,167
Secondary Education Teaching Professionals	3,706
Teaching Professionals N.E.C.	2,872
Production and Process Engineers	2,858
Mechanical Engineers	2,841
Programmers and Software Development Professionals	2,505
Financial Managers and Directors	1,973
Higher Education Teaching Professionals	1,964
Other Nursing Professionals	1,915
Sales Related Occupations N.E.C.	1,895

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