

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?

Source: EAB analysis. Lightcast Analyst.

Region in Focus: Alabama

Most Commonly Sought Job Skills in 2024

n = 149,817 job postings

Skill	Number of Job Postings
Project Management	18,872
Marketing	15,035
Auditing	12,865
Accounting	11,519
Computer Science	11,503
Finance	10,643
Nursing	10,115
Data Analysis	8,887
Continuous Improvement Process	8,318
Process Improvement	7,882

Employers with Greatest Demand in 2024

n = 149,817 job postings

Employer	Number of Job Postings
Walmart	6,131
The University of Alabama at Birmingham	4,097
The University of Alabama	2,037
Baptist Health	1,616
Regions Financial	1,400
Auburn University	1,360
Deloitte	1,354
Raytheon Technologies	1,195
GPAC	1,070
Leidos	1,059

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 2024

n = 149,817 job postings

Occupation	Number of Job Postings
Registered Nurses	7,764
Software Developers	4,741
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	3,138
Project Management Specialists	2,692
General and Operations Managers	2,667
Computer Systems Engineers/Architects	2,566
First-Line Supervisors of Retail Sales Workers	2,525
Sales Managers	2,263
Accountants and Auditors	2,214
Medical and Health Services Managers	2,149

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