

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: Arizona

Most Commonly Sought Job Skills in 2024

n = 262,795 job postings

Skill	Number of Job Postings
Project Management	39,162
Marketing	26,550
Auditing	23,310
Finance	23,078
Accounting	21,432
Computer Science	17,929
Nursing	17,903
Data Analysis	16,723
Workflow Management	16,607
Process Improvement	16,581

Employers with Greatest Demand in 2024

n = 262,795 job postings

Employer	Number of Job Postings
Raytheon Technologies	4,493
Banner Health	4,478
Walmart	3,772
Arizona State University	2,284
Honeywell International	1,999
University of Arizona	1,991
State of Arizona	1,987
Deloitte	1,710
USAA	1,663
GPAC	1,566

Source: EAB analysis. Lightcast Analyst.

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 = 262,795 job postings

Occupation	Number of Job Postings
Registered Nurses	12,318
Software Developers	6,975
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	6,439
Project Management Specialists	5,564
Medical and Health Services Managers	4,989
General and Operations Managers	4,432
Sales Managers	4,205
Accountants and Auditors	4,138
Secondary School Teachers, Except Special and Career/Technical Education	3,506
First-Line Supervisors of Office and Administrative Support Workers	3,304

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