

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: Florida

Most Commonly Sought Job Skills in 2024

n = 659,120 job postings

Skill	Number of Job Postings
Project Management	87,505
Marketing	75,754
Accounting	58,520
Finance	57,656
Auditing	56,964
Nursing	54,965
Computer Science	40,359
Data Analysis	36,622
Workflow Management	34,514
Process Improvement	33,315

Employers with Greatest Demand in 2024

n = 659,120 job postings

Employer	Number of Job Postings
Walmart	13,726
HCA Healthcare	12,402
State of Florida	7,434
University of Miami	7,396
AdventHealth	6,990
Baptist Health	5,377
Deloitte	4,896
GPAC	4,848
University of Florida	4,533
Citigroup	3,775

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 = 659,120 job postings

Occupation	Number of Job Postings
Registered Nurses	38,732
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	15,375
Software Developers	14,154
General and Operations Managers	13,123
Project Management Specialists	13,118
Medical and Health Services Managers	12,713
Accountants and Auditors	11,170
Sales Managers	11,112
First-Line Supervisors of Retail Sales Workers	9,628
Financial Managers	9,358

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