

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: Georgia

Most Commonly Sought Job Skills in 2024

n = 368,512 job postings

Skill	Number of Job Postings
Project Management	56,667
Marketing	43,235
Finance	34,095
Nursing	32,820
Auditing	32,713
Computer Science	32,225
Accounting	31,265
Data Analysis	24,640
Process Improvement	22,740
Continuous Improvement Process	22,311

Employers with Greatest Demand in 2024

n = 368,512 job postings

Employer	Number of Job Postings
Walmart	9,306
Piedmont Healthcare	6,156
Wellstar Health System	5,975
Emory Healthcare	5,539
State of Georgia	2,766
Deloitte	2,608
Elevance Health	2,318
Augusta University	2,049
Georgia Department Of Transportation	1,930
GPAC	1,886

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 = 368,512 job postings

Occupation	Number of Job Postings
Registered Nurses	25,436
Software Developers	12,660
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	8,822
General and Operations Managers	7,586
Project Management Specialists	7,574
Sales Managers	6,595
Medical and Health Services Managers	5,962
Marketing Managers	5,835
Financial Managers	5,365
Accountants and Auditors	5,213

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