

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: Maine

Most Commonly Sought Job Skills in 2024

n = 50,805 job postings

Skill	Number of Job Postings
Project Management	7,436
Marketing	4,716
Nursing	4,550
Auditing	4,061
Finance	4,001
Computer Science	3,933
Data Analysis	3,755
Accounting	3,178
Process Improvement	3,164
Continuous Improvement Process	3,112

Employers with Greatest Demand in 2024

n = 50,805 job postings

Employer	Number of Job Postings
Maine Medical Center	3,482
Walmart	1,494
Humana	940
University of Maine System	725
State of Maine	710
Spurwink Services	628
Avangrid	626
TD Bank	598
Maine State Library	593
Maine Behavioral Healthcare	545

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 = 50,805 job postings

Occupation	Number of Job Postings
Registered Nurses	3,352
Software Developers	1,400
Medical and Health Services Managers	1,310
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	930
Project Management Specialists	906
General and Operations Managers	832
First-Line Supervisors of Retail Sales Workers	826
Child, Family, and School Social Workers	795
Physical Therapists	790
Nurse Practitioners	758

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