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: Massachusetts

Most Commonly Sought Job Skills in 2024

n = 433,930 job postings

Skill	Number of Job Postings
Project Management	62,463
Marketing	44,710
Finance	41,484
Auditing	35,320
Computer Science	34,199
Nursing	32,688
Accounting	32,679
Data Analysis	30,612
Workflow Management	27,332
Continuous Improvement Process	23,789

Employers with Greatest Demand in 2024

n = 433,930 job postings

Employer	Number of Job Postings
Mass General Brigham	5,294
Beth Israel Lahey Health	4,673
Harvard University	3,889
Raytheon Technologies	3,839
State of Massachusetts	3,783
Brigham and Women's Hospital	3,478
Massachusetts General Hospital	3,239
University of Massachusetts	3,171
Walmart	3,069
Northeastern University	3,045

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 = 433,930 job postings

Occupation	Number of Job Postings
Registered Nurses	25,282
Software Developers	12,426
Medical and Health Services Managers	10,411
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	7,564
Project Management Specialists	7,285
Marketing Managers	7,237
General and Operations Managers	7,193
Sales Managers	6,416
Accountants and Auditors	6,098
Financial Managers	5,837

Additional EAB Resources to Support Market-Responsive Program Development

Market Intelligence Resources

- Executive Guide to Certificate 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

Source: EAB analysis. Lightcast Analyst.