

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: New Hampshire

Most Commonly Sought Job Skills in 2024

n = 74,805 job postings

Skill	Number of Job Postings
Project Management	9,938
Marketing	7,801
Nursing	7,415
Auditing	6,397
Finance	6,236
Computer Science	5,411
Accounting	5,370
Continuous Improvement Process	4,790
Process Improvement	4,534
Data Analysis	4,415

Employers with Greatest Demand in 2024

n = 74,805 job postings

Employer	Number of Job Postings
Dartmouth Health	2,257
State of New Hampshire	1,815
BAE Systems	1,752
Walmart	1,642
University of New Hampshire	1,068
Dartmouth College	1,029
Ford	742
Johnson & Johnson	662
Marriott International	637
Lumen Technologies	571

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 = 74,805 job postings

Occupation	Number of Job Postings
Registered Nurses	5,645
Software Developers	2,403
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,453
Medical and Health Services Managers	1,381
First-Line Supervisors of Retail Sales Workers	1,335
Project Management Specialists	1,233
Sales Managers	1,196
General and Operations Managers	1,159
Marketing Managers	1,142
Accountants and Auditors	976

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