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 Jersey

Most Commonly Sought Job Skills in 2024

n = 341,381 job postings

Skill	Number of Job Postings
Project Management	49,423
Marketing	39,364
Finance	34,094
Auditing	30,407
Computer Science	27,977
Accounting	27,616
Nursing	24,490
Data Analysis	24,222
Pharmaceuticals	22,456
Workflow Management	19,620

Employers with Greatest Demand in 2024

n = 341,381 job postings

Employer	Number of Job Postings
Swing Education	6,386
Hackensack Meridian Health	5,329
RWJBarnabas Health	5,042
Rutgers University	5,009
Walmart	4,630
Jag Physical Therapy	4,105
Johnson & Johnson	3,127
Rutgers-The State University	3,125
Bristol-Myers Squibb	2,978
Atlantic Health System	2,719

Source: EAB analysis. Lightcast Analyst.

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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 = 341,381 job postings

Occupation	Number of Job Postings
Registered Nurses	17,975
Software Developers	10,889
Medical and Health Services Managers	7,415
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	7,014
Project Management Specialists	6,485
General and Operations Managers	6,289
Marketing Managers	6,142
Substitute Teachers, Short-Term	6,110
Physical Therapists	5,988
Accountants and Auditors	5,527

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.