

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 York

Most Commonly Sought Job Skills in 2024

n = 625,070 job postings

Skill	Number of Job Postings
Project Management	87,960
Finance	73,001
Marketing	72,745
Auditing	56,629
Accounting	55,748
Nursing	54,782
Computer Science	44,754
Data Analysis	43,061
Workflow Management	36,445
Social Work	32,292

Employers with Greatest Demand in 2024

n = 625,070 job postings

Employer	Number of Job Postings
Northwell Health	8,711
State University of New York	7,649
State of New York	7,635
Walmart	6,485
Albany Medical Center	6,233
City of New York	5,474
NewYork-Presbyterian Hospital	5,365
Citigroup	4,771
NYU Langone Health	4,479
Amazon	3,946

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 = 625,070 job postings

Occupation	Number of Job Postings
Registered Nurses	40,019
Software Developers	14,130
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	12,900
Medical and Health Services Managers	12,346
Marketing Managers	11,836
General and Operations Managers	11,730
Child, Family, and School Social Workers	11,195
Project Management Specialists	10,698
Financial Managers	10,272
Accountants and Auditors	9,995

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