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: North Carolina

Most Commonly Sought Job Skills in 2024

n = 396,137 job postings

Skill	Number of Job Postings
Project Management	58,770
Nursing	45,803
Marketing	40,938
Auditing	35,617
Finance	33,537
Accounting	32,554
Computer Science	27,604
Data Analysis	26,651
Continuous Improvement Process	24,720
Process Improvement	22,428

Employers with Greatest Demand in 2024

n = 396,137 job postings

Employer	Number of Job Postings
Walmart	9,366
Duke University	7,689
University of North Carolina	5,706
Novant Health	5,278
Mission Health	4,713
Atrium Health	4,651
Atrium Health Floyd	4,111
Cone Health	3,970
Truist Financial	3,670
State of North Carolina	3,412

Source: EAB analysis. Lightcast Analyst.

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Most Commonly Sought Occupations in 2024

n = 396,137 job postings

Occupation	Number of Job Postings
Registered Nurses	33,492
Software Developers	11,091
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	8,065
Project Management Specialists	7,954
General and Operations Managers	6,878
Medical and Health Services Managers	6,705
Sales Managers	6,031
Accountants and Auditors	5,630
Secondary School Teachers, Except Special and Career/Technical Education	5,571
Financial Managers	5,516

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?

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.

eab.com