

# Employer Demand Profile

## Enabling Market-Responsive Course Development

Real-time employer demand data identifies the top skills, employers and occupations for professionals with Level 6 qualifications or higher. It excludes A-levels, vocational diplomas, foundation degrees or equivalent qualifications. Use the data and brainstorming questions included here to guide campus discussions about how to grow and direct the development of the course portfolio.

### Questions to Inform Initial Course Discussions

#### Skills

- Which of our current courses integrate high-demand skills?
- What new course opportunities would confer high-demand skills?
- Are these skills relevant to a narrow suite of courses, or should most or all of our courses 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 East

### Most Commonly Sought Job Skills in 2024

n = 189,443 job postings

Skill	Number of Job Postings
Auditing	9,208
Project Management	9,013
Finance	8,031
Key Performance Indicators (KPIs)	7,052
Marketing	6,255
Continuous Improvement Process	5,963
Risk Analysis	5,806
Mental Health	5,225
Invoicing	5,185
Due Diligence	5,026

### Employers with Greatest Demand in 2024

n = 189,443 job postings

Employer	Number of Job Postings
NHS	11,475
Vision for Education	2,479
Protocol Education	2,428
Hays	1,865
Randstad	1,860
Reed	1,495
GSL Education	1,340
Absolute Interpreting and Translations	1,168
Teacheractive	1,155
Newcastle University	1,134

*Questions to Inform Initial Course Discussions*

Occupations

- What opportunities do we have to expand courses that already prepare students to find jobs in these popular occupations?
- What new courses should we consider launching that align with employer demand for these occupations?
- How can we attract students to our courses 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 = 189,443 job postings

Occupation	Number of Job Postings
Sales Related Occupations N.E.C.	8,077
Teaching Assistants	4,956
Secondary Education Teaching Professionals	4,599
Managers and Directors in Retail and Wholesale	3,860
Programmers and Software Development Professionals	3,658
Social Workers	3,377
Other Registered Nursing Professionals	3,058
Other Administrative Occupations N.E.C.	2,919
Book-keepers, Payroll Managers and Wages Clerks	2,838
Teaching Professionals N.E.C.	2,779

**Additional EAB Resources to Support Market-Responsive Course Development**



Market Intelligence Resources

- [Executive Guide to Certicate Market Risks and Opportunities](#)
- [Understand the needs and motivations of working professional student segments](#)



Course Launch Resources

- [New Program Launch Guidebook](#)
- [Adult Program Innovation Launch Guide](#)



Course Design Resources

- [Design Credentials to Meet Adult Student Needs](#) roadmap
- [3 tips for innovative and successful program design](#)



Course Revitalization Resources

- [Revitalizing the Program Portfolio](#)
- [Choosing the right undergraduate programs for revitalization](#)
- [Revitalizing Academic Program Performance](#) webinar