

# 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 West

### Most Commonly Sought Job Skills in 2024

n = 748,204 job postings

Skill	Number of Job Postings
Finance	42,075
Auditing	41,202
Project Management	38,067
Key Performance Indicators (KPIs)	31,100
Marketing	29,051
Accounting	27,779
Mental Health	24,317
Invoicing	23,951
Continuous Improvement Process	23,733
Business Development	21,075

### Employers with Greatest Demand in 2024

n = 748,204 job postings

Employer	Number of Job Postings
NHS	51,412
PageGroup	11,141
Hays	10,394
Tradewind Recruitment	9,809
Randstad	6,927
Prospero Teaching	4,483
Adecco	3,800
Reed	3,761
Sacco Mann	2,834
Rise Technical Recruitment Ltd	2,753

*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 = 748,204 job postings

Occupation	Number of Job Postings
Sales Related Occupations N.E.C.	28,556
Teaching Assistants	22,077
Secondary Education Teaching Professionals	16,471
Programmers and Software Development Professionals	16,319
Managers and Directors in Retail and Wholesale	15,846
Book-keepers, Payroll Managers and Wages Clerks	15,228
Solicitors and Lawyers	14,126
Social Workers	12,954
Chartered and Certified Accountants	11,619
Other Registered Nursing Professionals	11,164

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



Market Intelligence Resources

- [Executive Guide to Certify 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