

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?

Source: EAB analysis. Lightcast Analyst.

Region in Focus: Northern Ireland

Most Commonly Sought Job Skills in 2024

n = 112,180 job postings

Skill	Number of Job Postings
Finance	7,912
Accounting	6,526
Project Management	6,474
Auditing	5,961
Key Performance Indicators (KPIs)	4,919
Invoicing	4,187
Marketing	4,095
Continuous Improvement Process	3,967
Business Development	2,460
Procurement	3,171

Employers with Greatest Demand in 2024

n = 112,180 job postings

Employer	Number of Job Postings
Vanrath	6,657
Hays	4,991
MCS Group	2,558
Northern Health and Social Care Trust	1,732
Black Fox Solutions	1,726
Health and Social Care Northern Ireland	1,651
Citigroup	1,128
Reed	1,047
Brook Street	1,042
Reactive Recruitment Ltd	989

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 = 112,180 job postings

Occupation	Number of Job Postings
Sales Related Occupations N.E.C.	5,670
Programmers and Software Development Professionals	4,310
Chartered and Certified Accountants	3,455
Book-keepers, Payroll Managers and Wages Clerks	3,178
Managers and Directors in Retail and Wholesale	2,685
Other Registered Nursing Professionals	1,989
Other Administrative Occupations N.E.C.	1,753
Advertising and Marketing Associate Professionals	1,501
Human Resources and Industrial Relations Officers	1,462
Buyers and Procurement Officers	1,405

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