

# 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: Pennsylvania

### Most Commonly Sought Job Skills in 2024

n = 445,967 job postings

Skill	Number of Job Postings
Project Management	58,499
Marketing	43,670
Nursing	37,170
Auditing	35,974
Finance	35,664
Accounting	32,516
Computer Science	26,489
Data Analysis	25,709
Process Improvement	23,728
Psychology	23,569

### Employers with Greatest Demand in 2024

n = 445,967 job postings

Employer	Number of Job Postings
University of Pennsylvania	10,654
University of Pittsburgh Medical Center	9,901
Geisinger Health System	8,606
Walmart	7,878
Pennsylvania State University	7,202
Commonwealth of Pennsylvania	5,264
Comcast	4,243
University of Pittsburgh	3,629
Sondermind	3,456
Penn Medicine	3,299

*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 = 445,967 job postings

Occupation	Number of Job Postings
Registered Nurses	23,591
Software Developers	10,589
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	9,084
Medical and Health Services Managers	8,588
General and Operations Managers	7,946
Project Management Specialists	7,773
Accountants and Auditors	6,732
Sales Managers	6,554
Child, Family, and School Social Workers	6,538
Nurse Practitioners	6,181

**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