

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: Scotland

Most Commonly Sought Job Skills in 2024

n = 395,188 job postings

Skill	Number of Job Postings
Project Management	24,147
Finance	19,090
Auditing	18,073
Continuous Improvement Process	15,624
Key Performance Indicators (KPIs)	14,040
Marketing	12,112
Accounting	12,000
Risk Analysis	11,270
Invoicing	10,999
Procurement	10,964

Employers with Greatest Demand in 2024

n = 395,188 job postings

Employer	Number of Job Postings
NHS	17,603
Search Consultancy	4,561
Hays	3,467
The City of Edinburgh Council	3,157
Scottish and Southern Electricity Networks	2,605
Randstad	2,298
The University of Edinburgh	2,263
Rise Technical Recruitment Ltd	2,180
Aberdeenshire Council	2,066
PageGroup	1,930

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 = 395,188 job postings

Occupation	Number of Job Postings
Sales Related Occupations N.E.C.	17,455
Programmers and Software Development Professionals	9,837
Managers and Directors in Retail And Wholesale	9,711
Other Registered Nursing Professionals	7,517
Other Administrative Occupations N.E.C.	7,292
Project Support Officers	5,615
Book-keepers, Payroll Managers and Wages Clerks	5,472
Social Workers	5,466
Managers and Proprietors in Other Services N.E.C.	4,715
Engineering Technicians	4,547

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