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: South East

Most Commonly Sought Job Skills in 2024

n = 1,000,455 job postings

Skill	Number of Job Postings
Finance	53,484
Auditing	50,785
Project Management	50,024
Marketing	41,770
Accounting	39,611
Key Performance Indicators (KPIs)	35,378
Invoicing	34,429
Mental Health	28,026
Continuous Improvement Process	27,971
Risk Analysis	24,371

Employers with Greatest Demand in 2024

n = 1,000,455 job postings

Employer	Number of Job Postings
NHS	58,753
Reed	16,925
Randstad	16,237
Academics	15,500
PageGroup	9,441
Hays	9,372
Rise Technical Recruitment Ltd	4,245
Emory University-Oxford College	3,931
Office Angels	3,576
Bennett & Game Recruitment Limited	3,377

Source: EAB analysis. Lightcast Analyst.

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 = 1,000,455 job postings

Occupation	Number of Job Postings
Sales Related Occupations N.E.C.	38,945
Teaching Assistants	23,008
Managers and Directors in Retail and Wholesale	22,382
Secondary Education Teaching Professionals	21,724
Programmers and Software Development Professionals	20,497
Book-keepers, Payroll Managers and Wages Clerks	19,026
Other Administrative Occupations N.E.C.	16,436
Chartered and Certified Accountants	15,517
Other Registered Nursing Professionals	15,515
Teaching Professionals N.E.C.	14,362

Additional EAB Resources to Support Market-Responsive Course Development

Market Intelligence Resources

- Executive Guide to Certificate 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

Source: EAB analysis. Lightcast Analyst.

eab.com