

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: South West

Most Commonly Sought Job Skills in 2024

n = 572,459 job postings

Skill	Number of Job Postings
Project Management	29,536
Auditing	27,999
Finance	25,344
Marketing	19,399
Key Performance Indicators (KPIs)	19,024
Accounting	17,718
Continuous Improvement Process	16,348
Mental Health	15,907
Invoicing	15,078
Risk Analysis	14,763

Employers with Greatest Demand in 2024

n = 572,459 job postings

Employer	Number of Job Postings
NHS	36,975
Hays	6,372
Rise Technical Recruitment Ltd	5,011
Reed	4,430
Randstad	4,003
PageGroup	3,158
Chadwick Nott	2,437
Absolute Interpreting and Translations	2,35
Pertemps Network Group	2,172
Tesco	1,983

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 = 572,459 job postings

Occupation	Number of Job Postings
Sales Related Occupations N.E.C.	22,762
Programmers and Software Development Professionals	13,079
Managers and Directors in Retail and Wholesale	12,616
Teaching Assistants	11,883
Other Administrative Occupations N.E.C.	9,925
Solicitors and Lawyers	9,664
Other Registered Nursing Professionals	9,621
Secondary Education Teaching Professionals	8,576
Book-keepers, Payroll Managers and Wages Clerks	8,474
Social Workers	7,591

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