

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: Virginia

Most Commonly Sought Job Skills in 2024

n = 440,939 job postings

Skill	Number of Job Postings
Project Management	70,364
Computer Science	54,195
Agile Methodology	39,094
Auditing	37,201
Marketing	35,825
Finance	34,960
Data Analysis	32,869
Python (Programming Language)	32,282
Accounting	31,565
Amazon Web Services	30,353

Employers with Greatest Demand in 2024

n = 440,939 job postings

Employer	Number of Job Postings
Capital One	9,322
Amazon	8,423
Leidos	8,010
Walmart	6,487
Booz Allen Hamilton	5,665
Sentara Healthcare	3,878
SAIC	3,797
CACI International	3,763
University of Virginia	3,672
General Dynamics	3,612

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 = 440,939 job postings

Occupation	Number of Job Postings
Software Developers	24,506
Registered Nurses	18,650
Computer Systems Engineers/Architects	11,637
Project Management Specialists	10,070
Management Analysts	7,483
Information Technology Project Managers	6,713
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	6,621
General and Operations Managers	6,594
Sales Managers	5,944
Financial and Investment Analysts	5,560

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