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: Washington

Most Commonly Sought Job Skills in 2024

n = 307,201 job postings

Skill	Number of Job Postings
Project Management	52,124
Computer Science	37,748
Marketing	33,457
Finance	29,374
Auditing	25,509
Accounting	24,155
Data Analysis	23,028
Process Improvement	21,316
Nursing	20,801
Python (Programming Language)	19,513

Employers with Greatest Demand in 2024

n = 307,201 job postings

Employer	Number of Job Postings
Amazon	17,092
State of Washington	6,563
University of Washington	6,548
Microsoft	4,129
Walmart	3,895
Boeing	3,875
Blue Origin	3,513
Providence	3,042
Starbucks	3,042
MultiCare Health System	3,023

Source: EAB analysis. Lightcast Analyst.

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 = 307,201 job postings

Occupation	Number of Job Postings
Registered Nurses	15,395
Software Developers	12,342
Marketing Managers	7,184
Project Management Specialists	6,325
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	6,207
Medical and Health Services Managers	5,373
Financial Managers	5,033
Sales Managers	4,882
General and Operations Managers	4,691
Managers, All Other	4,655

Additional EAB Resources to Support Market-Responsive Program Development

Market Intelligence Resources

- Executive Guide to Certificate 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