

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: West Midlands

Most Commonly Sought Job Skills in 2024

n = 562,920 job postings

Skill	Number of Job Postings
Auditing	30,851
Finance	30,313
Project Management	30,084
Key Performance Indicators (KPIs)	23,052
Marketing	21,683
Accounting	19,552
Continuous Improvement Process	19,063
Invoicing	17,843
Business Development	15,921
Mental Health	14,879

Employers with Greatest Demand in 2024

n = 562,920 job postings

Employer	Number of Job Postings
NHS	30,302
Hays	7,617
Aspire People	6,648
Pertemps Network Group	5,244
PageGroup	4,198
Teacheractive	3,646
Reed	3,143
Rise Technical Recruitment Ltd	2,999
SF Group	2,735
Randstad	2,643

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 = 562,920 job postings

Occupation	Number of Job Postings
Sales Related Occupations N.E.C.	20,405
Secondary Education Teaching Professionals	14,073
Managers and Directors in Retail and Wholesale	12,169
Teaching Assistants	11,962
Programmers and Software Development Professionals	11,142
Book-keepers, Payroll Managers and Wages Clerks	9,811
Other Administrative Occupations N.E.C.	8,509
Teaching Professionals N.E.C.	8,175
Other Registered Nursing Professionals	7,811
Solicitors and Lawyers	7,628

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