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: Alabama

Most Commonly Sought Job Skills in 2025

n = 146,981 job postings

Skill	Number of Job Postings
Project Management	19,217
Marketing	15,269
Auditing	14,260
Finance	11,719
Accounting	11,294
Computer Science	10,914
Data Analysis	10,866
Nursing	10,850
Continuous Improvement Process	10,707
Process Improvement	8,965

Employers with Greatest Demand in 2025

n = 146,981 job postings

Employer	Number of Job Postings
University of Alabama at Birmingham	3,116
Regions Financial	1,718
GPAC	1,590
Northrop Grumman	1,559
The University of Alabama	1,433
UAB Medicine	1,291
PNC	1,175
CVS Health	1,160
Encompass Health	1,100
Auburn University	1,077

Source: EAB analysis. Lightcast Analyst.

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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 2025

n = 146,981 job postings

Occupation	Number of Job Postings
Registered Nurses	7,896
Software Developers	5,200
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	3,321
Medical and Health Services Managers	3,073
Project Management Specialists	2,893
General and Operations Managers	2,614
Computer Systems Engineers/Architects	2,481
Sales Managers	2,427
Accountants and Auditors	2,363
Secondary School Teachers, Except Special and Career/Technical Education	2,001

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