

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: Arizona

Most Commonly Sought Job Skills in 2025

n = 265,438 job postings

Skill	Number of Job Postings
Project Management	39,937
Marketing	26,687
Auditing	25,634
Finance	25,545
Workflow Management	21,146
Nursing	21,134
Accounting	20,134
Process Improvement	19,387
Data Analysis	19,235
Computer Science	18,263

Employers with Greatest Demand in 2025

n = 265,438 job postings

Employer	Number of Job Postings
Banner Health	4,654
Molina Healthcare	3,936
Raytheon Technologies	3,136
CVS Health	2,590
Soliant Health	2,419
University of Arizona	2,122
CommonSpirit Health	2,006
HonorHealth	1,920
GPAC	1,694
State of Arizona	1,548



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 = 265,438 job postings

Occupation	Number of Job Postings
Registered Nurses	14,919
Software Developers	7,532
Medical and Health Services Managers	6,760
Project Management Specialists	5,892
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	5,753
General and Operations Managers	4,780
Sales Managers	4,759
Special Education Teachers, All Other	4,454
Accountants and Auditors	3,832
Secondary School Teachers, Except Special and Career/Technical Education	3,821

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](#)