

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: Arkansas

Most Commonly Sought Job Skills in 2025

n = 97,370 job postings

Skill	Number of Job Postings
Project Management	15,901
Marketing	11,313
Finance	10,595
Auditing	9,731
Accounting	8,555
Continuous Improvement Process	8,100
Data Analysis	7,971
Nursing	7,734
Computer Science	7,415
Process Improvement	6,600

Employers with Greatest Demand in 2025

n = 97,370 job postings

Employer	Number of Job Postings
University of Arkansas	4,196
Entergy	2,608
Walmart	2,169
State of Arkansas	1,840
University of Arkansas for Medical Sciences	1,252
Tyson Foods	1,168
GPAC	1,133
Cardinal Health	1,061
PricewaterhouseCoopers	1,052
CVS Health	992



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 = 97,370 job postings

Occupation	Number of Job Postings
Registered Nurses	6,993
Software Developers	2,695
Project Management Specialists	2,542
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	2,500
Medical and Health Services Managers	2,099
General and Operations Managers	1,999
Sales Managers	1,674
Marketing Managers	1,534
Financial Managers	1,482
Accountants and Auditors	1,429

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](#)