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: Distrit of Columbia

Most Commonly Sought Job Skills in 2025

n = 123,734 job postings

Skill	Number of Job Postings
Project Management	26,115
Computer Science	16,365
Finance	15,228
Marketing	13,581
Data Analysis	13,448
Auditing	12,408
Workflow Management	11,800
Accounting	10,231
Agile Methodology	9,061
Automation	8,655

Employers with Greatest Demand in 2025

n = 123,734 job postings

Employer	Number of Job Postings
MedStar	1,756
Amgen	1,325
Georgetown University	1,216
Booz Allen Hamilton	1,086
Cardinal Health	1,034
General Dynamics	982
George Washington University	875
Lumen Technologies	870
CVS Health	822
Children's National Medical Center	773

Source: EAB analysis. Lightcast Analyst.

eab.com

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 = 123,734 job postings

Occupation	Number of Job Postings
Computer Occupations, All Other	6,735
Software Developers	6,052
Managers, All Other	3,896
Project Management Specialists	3,621
Registered Nurses	3,335
Data Scientists	3,070
Financial and Investment Analysts	2,523
General and Operations Managers	2,500
Management Analysts	2,483
Financial Managers	2,473

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