

# 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: East Midlands

### Most Commonly Sought Job Skills in 2025

n = 484,431 job postings

Skill	Number of Job Postings
Auditing	25,050
Finance	24,346
Project Management	23,788
Continuous Improvement Process	23,412
Key Performance Indicators (KPIs)	21,421
Marketing	18,324
Warehousing	17,168
Machinery	14,645
Invoicing	14,117
Accounting	13,437

### Employers with Greatest Demand in 2025

n = 484,431 job postings

Employer	Number of Job Postings
NHS	19,493
Hays	4,638
Aspire People	2,957
Pertemps	2,896
PageGroup	2,762
Rise Technical Recruitment Ltd	2,716
Randstad	2,297
Teacheractive	2,284
Quality Service Recruitment	2,178
Reed	2,056

### 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 = 484,431 job postings

Occupation	Number of Job Postings
Sales Related Occupations n.e.c.	17,907
Teaching Assistants	11,024
Secondary Education Teaching Professionals	9,452
Managers and Directors in Retail and Wholesale	9,362
Programmers and Software Development Professionals	8,405
Teaching Professionals n.e.c.	7,840
Book-keepers, Payroll Managers and Wages Clerks	7,658
Customer Service Occupations n.e.c.	7,490
Special and Additional Needs Education Teaching Professionals	6,458
Solicitors and Lawyers	6,303

### Additional EAB Resources to Support Market-Responsive Course Development



#### Market Intelligence Resources

- [Executive Guide to Certify 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