

# 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: Florida

### Most Commonly Sought Job Skills in 2025

n = 670,267 job postings

Skill	Number of Job Postings
Project Management	91,957
Marketing	76,817
Finance	64,923
Auditing	63,145
Nursing	59,062
Accounting	57,414
Data Analysis	42,808
Workflow Management	41,582
Process Improvement	38,629
Continuous Improvement Process	38,076

### Employers with Greatest Demand in 2025

n = 670,267 job postings

Employer	Number of Job Postings
HCA Healthcare	12,058
University of Miami	8,927
AdventHealth	8,814
Encompass Health	8,585
State of Florida	7,446
GPAC	5,649
University of Florida	4,209
CVS Health	3,119
Citigroup	2,959
KPMG	2,911



### 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 = 670,267 job postings

Occupation	Number of Job Postings
Registered Nurses	42,640
Medical and Health Services Managers	16,492
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	14,358
Project Management Specialists	14,127
Software Developers	13,699
General and Operations Managers	12,820
Sales Managers	12,225
Accountants and Auditors	11,316
Financial Managers	9,964
Physical Therapists	9,517

### 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](#)