

# 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: Georgia

### Most Commonly Sought Job Skills in 2025

n = 380,859 job postings

Skill	Number of Job Postings
Project Management	59,798
Marketing	45,028
Finance	38,611
Nursing	38,118
Auditing	36,644
Computer Science	32,226
Accounting	31,326
Data Analysis	28,692
Continuous Improvement Process	28,252
Process Improvement	26,921

### Employers with Greatest Demand in 2025

n = 380,859 job postings

Employer	Number of Job Postings
Piedmont Healthcare	9,358
Wellstar Health System	9,189
Emory Healthcare	4,183
GPAC	3,155
Georgia Department of Transportation	3,009
Cox Automotive	2,445
Truist Financial	2,308
Soliant Health	2,284
CVS Health	2,193
Northside Hospital	2,164



### 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 = 380,859 job postings

Occupation	Number of Job Postings
Registered Nurses	29,412
Software Developers	13,180
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	9,025
Project Management Specialists	8,447
General and Operations Managers	7,956
Medical and Health Services Managers	7,618
Sales Managers	6,965
Marketing Managers	6,147
Financial Managers	5,782
Accountants and Auditors	5,763

### 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](#)