

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: Illinois

Most Commonly Sought Job Skills in 2025

n = 547,361 job postings

Skill	Number of Job Postings
Project Management	88,359
Marketing	70,315
Finance	65,228
Auditing	53,873
Accounting	48,821
Continuous Improvement Process	43,858
Computer Science	42,680
Data Analysis	41,811
Process Improvement	40,056
Workflow Management	38,678

Employers with Greatest Demand in 2025

n = 547,361 job postings

Employer	Number of Job Postings
University of Chicago	9,782
Soliant Health	6,112
CVS Health	4,625
GPAC	4,539
Sondermind	3,900
AbbVie	3,891
Advocate Aurora Health	3,756
Northwestern Memorial Healthcare	3,506
Walgreens Boots Alliance	3,299
Uline	3,185



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 = 547,361 job postings

Occupation	Number of Job Postings
Registered Nurses	25,279
Software Developers	16,210
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	13,547
Medical and Health Services Managers	11,740
General and Operations Managers	11,341
Project Management Specialists	11,135
Sales Managers	10,800
Marketing Managers	10,451
Financial Managers	10,048
Financial and Investment Analysts	10,042

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](#)