

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: London

Most Commonly Sought Job Skills in 2025

n = 1,277,751 job postings

Skill	Number of Job Postings
Finance	113,160
Project Management	107,716
Marketing	100,065
Auditing	85,638
Governance	62,123
Key Performance Indicators (KPIs)	60,842
Accounting	57,379
Continuous Improvement Process	56,973
Business Development	52,527
Data Analysis	51,782

Employers with Greatest Demand in 2025

n = 1,277,751 job postings

Employer	Number of Job Postings
NHS	59,425
Hays	11,379
Reeson Education	9,874
PageGroup	9,534
Reed	7,861
Randstad	6,609
Academics	6,164
EdEx	5,930
JPMorgan Chase	5,782
Adecco	5,064

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 = 1,277,751 job postings

Occupation	Number of Job Postings
Programmers and Software Development Professionals	45,638
Sales Related Occupations n.e.c.	44,434
Teaching Assistants	33,936
Finance and Investment Analysts and Advisers	26,211
Secondary Education Teaching Professionals	24,283
Managers and Directors in Retail and Wholesale	23,571
Special and Additional Needs Education Teaching Professionals	21,776
Financial Managers and Directors	19,869
Project Support Officers	19,657
Chartered and Certified Accountants	19,521

Additional EAB Resources to Support Market-Responsive Course Development



Market Intelligence Resources

- [Executive Guide to Certificate 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](#)