

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: Maine

Most Commonly Sought Job Skills in 2025

n = 61,017 job postings

Skill	Number of Job Postings
Project Management	9,303
Marketing	6,139
Nursing	5,712
Finance	5,440
Auditing	5,232
Computer Science	5,026
Data Analysis	4,770
Continuous Improvement Process	4,723
Workflow Management	4,475
Process Improvement	4,249

Employers with Greatest Demand in 2025

n = 61,017 job postings

Employer	Number of Job Postings
Maine Medical Center	4,390
Humana	1,238
TD Bank	1,060
Cardinal Health	1,045
CVS Health	1,023
Lumen Technologies	941
Northrop Grumman	894
State of Maine	781
CDM Smith	689
Soliant Health	604



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 = 61,017 job postings

Occupation	Number of Job Postings
Registered Nurses	4,571
Software Developers	2,014
Medical and Health Services Managers	1,776
Project Management Specialists	1,220
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,209
General and Operations Managers	1,128
Marketing Managers	1,084
Child, Family, and School Social Workers	1,054
Sales Managers	918
Financial and Investment Analysts	879

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](#)