

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: Maryland

Most Commonly Sought Job Skills in 2025

n = 196,494 job postings

Skill	Number of Job Postings
Project Management	27,444
Computer Science	24,405
Auditing	17,102
Marketing	16,332
Finance	15,824
Python (Programming Language)	14,398
Data Analysis	14,198
Workflow Management	13,816
Accounting	13,295
Agile Methodology	12,567

Employers with Greatest Demand in 2025

n = 196,494 job postings

Employer	Number of Job Postings
Montgomery County Public Schools	4,211
University of Maryland Medical System	3,967
Leidos	3,321
Johns Hopkins University	2,823
MedStar	2,780
Northrop Grumman	2,471
Johns Hopkins	1,900
Capital One	1,789
Nlx Corporation	1,501
Soliant Health	1,450



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 = 196,494 job postings

Occupation	Number of Job Postings
Software Developers	11,667
Registered Nurses	8,771
Computer Systems Engineers/Architects	4,674
Project Management Specialists	3,995
Medical and Health Services Managers	3,816
General and Operations Managers	3,130
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	2,983
Managers, All Other	2,801
Network and Computer Systems Administrators	2,722
Computer Network Architects	2,696

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](#)