

# 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: Massachusetts

### Most Commonly Sought Job Skills in 2025

n = 438,268 job postings

Skill	Number of Job Postings
Project Management	62,630
Marketing	45,435
Finance	44,415
Auditing	36,492
Data Analysis	36,133
Nursing	34,976
Computer Science	34,523
Workflow Management	32,427
Accounting	31,986
Continuous Improvement Process	29,460

### Employers with Greatest Demand in 2025

n = 438,268 job postings

Employer	Number of Job Postings
Mass General Brigham	7,422
Beth Israel Lahey Health	4,029
Raytheon Technologies	3,711
Sanofi	2,912
Boston Public Schools	2,831
Harvard University	2,822
Massachusetts General Hospital	2,780
Takeda Pharmaceutical Company	2,723
Soliant Health	2,684
CVS Health	2,646



### 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 = 438,268 job postings

Occupation	Number of Job Postings
Registered Nurses	29,117
Software Developers	13,025
Medical and Health Services Managers	12,359
General and Operations Managers	7,965
Project Management Specialists	7,730
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	7,543
Marketing Managers	7,534
Secondary School Teachers, Except Special and Career/Technical Education	6,483
Financial and Investment Analysts	6,429
Accountants and Auditors	6,395

### 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](#)