

# 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: Mississippi

### Most Commonly Sought Job Skills in 2025

n = 82,149 job postings

Skill	Number of Job Postings
Project Management	11,193
Marketing	8,274
Auditing	7,868
Finance	7,067
Continuous Improvement Process	6,773
Accounting	6,001
Nursing	4,960
Data Analysis	4,954
Process Improvement	4,953
Workflow Management	4,858

### Employers with Greatest Demand in 2025

n = 82,149 job postings

Employer	Number of Job Postings
Entergy	1,467
Cardinal Health	1,325
CVS Health	1,166
University of Mississippi Medical Center	1,165
V2X Limited	1,130
Lumen Technologies	1,047
Ochsner Health	847
Prime Therapeutics	773
State of Mississippi	745
Mississippi State University	716



### 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 = 82,149 job postings

Occupation	Number of Job Postings
Registered Nurses	3,706
Project Management Specialists	2,164
Software Developers	2,097
Medical and Health Services Managers	1,890
General and Operations Managers	1,761
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,718
Managers, All Other	1,329
Sales Managers	1,320
Accountants and Auditors	1,282
Marketing Managers	1,156

### 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](#)