

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: Missouri

Most Commonly Sought Job Skills in 2025

n = 224,394 job postings

Skill	Number of Job Postings
Project Management	31,777
Marketing	22,969
Nursing	21,522
Auditing	21,011
Finance	19,156
Accounting	17,366
Computer Science	15,975
Continuous Improvement Process	15,092
Data Analysis	14,286
Workflow Management	14,169

Employers with Greatest Demand in 2025

n = 224,394 job postings

Employer	Number of Job Postings
BJC HealthCare	8,782
Boeing	4,688
GPAC	3,491
Mercy	3,422
Washington University in St Louis	2,418
State of Missouri	1,901
University of Missouri	1,737
Centene	1,489
CVS Health	1,390
SSM Health Care	1,321

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 = 224,394 job postings

Occupation	Number of Job Postings
Registered Nurses	16,025
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	5,613
Software Developers	5,557
Medical and Health Services Managers	5,426
Project Management Specialists	4,466
General and Operations Managers	4,123
Sales Managers	3,667
Accountants and Auditors	3,293
Financial Managers	2,904
Child, Family, and School Social Workers	2,885

Additional EAB Resources to Support Market-Responsive Program Development



Market Intelligence Resources

- [Executive Guide to Certify 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