

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: Nevada

Most Commonly Sought Job Skills in 2025

n = 92,280 job postings

Skill	Number of Job Postings
Project Management	14,269
Marketing	11,005
Auditing	9,527
Finance	8,653
Accounting	7,574
Nursing	7,318
Continuous Improvement Process	6,537
Data Analysis	6,405
Computer Science	6,308
Workflow Management	6,128

Employers with Greatest Demand in 2025

n = 92,280 job postings

Employer	Number of Job Postings
State of Nevada	1,414
Cardinal Health	1,019
Clark County School District	1,019
CVS Health	955
Lumen Technologies	878
HCA Healthcare	874
GPAC	848
University of Nevada-Las Vegas	826
Valley Health System	756
College of Southern Nevada	673



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 = 92,280 job postings

Occupation	Number of Job Postings
Registered Nurses	5,024
Medical and Health Services Managers	2,480
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	2,410
Project Management Specialists	2,186
Software Developers	2,147
General and Operations Managers	2,011
Sales Managers	1,959
Accountants and Auditors	1,618
Marketing Managers	1,355
Secondary School Teachers, Except Special and Career/Technical Education	1,322

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](#)