

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: New Hampshire

Most Commonly Sought Job Skills in 2025

n = 78,317 job postings

Skill	Number of Job Postings
Project Management	9,505
Nursing	8,977
Marketing	7,509
Auditing	6,405
Finance	6,244
Continuous Improvement Process	5,777
Computer Science	5,186
Data Analysis	5,033
Process Improvement	4,983
Workflow Management	4,575

Employers with Greatest Demand in 2025

n = 78,317 job postings

Employer	Number of Job Postings
Dartmouth Health	2,825
BAE Systems	1,542
Lonza	1,270
Soliant Health	1,198
Elliot Health System	1,138
CVS Health	989
Cardinal Health	975
Fidelity Investments	940
Lumen Technologies	848
Dartmouth College	788

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 = 78,317 job postings

Occupation	Number of Job Postings
Registered Nurses	7,378
Software Developers	2,378
Medical and Health Services Managers	2,096
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,365
First-Line Supervisors of Retail Sales Workers	1,286
Physical Therapists	1,253
General and Operations Managers	1,224
Sales Managers	1,224
Marketing Managers	1,185
Project Management Specialists	1,168

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