

# 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 Jersey

### Most Commonly Sought Job Skills in 2025

n = 364,137 job postings

Skill	Number of Job Postings
Project Management	52,211
Marketing	41,178
Finance	40,970
Auditing	35,203
Accounting	30,254
Computer Science	30,145
Data Analysis	28,851
Nursing	27,091
Continuous Improvement Process	24,855
Workflow Management	24,838

### Employers with Greatest Demand in 2025

n = 364,137 job postings

Employer	Number of Job Postings
Rutgers University	5,038
RWJBarnabas Health	4,096
Hackensack Meridian Health	3,669
Atlantic Health System	3,637
Rutgers	3,462
Rutgers-The State University	3,431
TD Bank	3,190
CVS Health	2,695
Jooble	2,548
Bristol-Myers Squibb	2,358



### 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 = 364,137 job postings

Occupation	Number of Job Postings
Registered Nurses	20,777
Software Developers	12,630
Medical and Health Services Managers	8,846
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	7,115
Project Management Specialists	7,103
General and Operations Managers	6,904
Marketing Managers	6,462
Accountants and Auditors	6,404
Physical Therapists	6,366
Financial and Investment Analysts	6,103

### 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](#)