

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 York

Most Commonly Sought Job Skills in 2025

n = 710,547 job postings

Skill	Number of Job Postings
Project Management	99,976
Finance	90,414
Marketing	80,494
Nursing	72,260
Auditing	70,536
Accounting	62,145
Data Analysis	54,763
Computer Science	54,309
Workflow Management	52,517
Continuous Improvement Process	37,373

Employers with Greatest Demand in 2025

n = 710,547 job postings

Employer	Number of Job Postings
Albany Medical Center	15,188
City of New York	9,218
Northwell Health	8,382
JPMorgan Chase	7,938
Rochester Regional Health	7,052
Mount Sinai Health System	6,168
NewYork-Presbyterian Hospital	5,436
Amazon	4,852
NYU Langone Health	4,517
State of New York	4,456

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 = 710,547 job postings

Occupation	Number of Job Postings
Registered Nurses	53,060
Medical and Health Services Managers	17,371
Software Developers	16,889
General and Operations Managers	14,180
Marketing Managers	13,610
Financial and Investment Analysts	13,545
Project Management Specialists	13,187
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	12,780
Child, Family, and School Social Workers	12,316
Financial Managers	11,971

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