

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: North Carolina

Most Commonly Sought Job Skills in 2025

n = 409,831 job postings

Skill	Number of Job Postings
Project Management	63,854
Nursing	45,278
Marketing	42,600
Auditing	40,947
Finance	38,280
Continuous Improvement Process	33,454
Accounting	32,421
Data Analysis	32,329
Computer Science	28,890
Process Improvement	27,722

Employers with Greatest Demand in 2025

n = 409,831 job postings

Employer	Number of Job Postings
Atrium Health	9,057
Duke University	6,047
Novant Health	5,983
Truist Financial	5,306
UNC Health	4,391
State of North Carolina	4,189
Cone Health	3,751
Mission Health	2,901
GPAC	2,806
University of North Carolina	2,689



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 = 409,831 job postings

Occupation	Number of Job Postings
Registered Nurses	33,479
Software Developers	12,133
Medical and Health Services Managers	10,193
Project Management Specialists	9,097
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	7,862
General and Operations Managers	7,530
Sales Managers	6,674
Secondary School Teachers, Except Special and Career/Technical Education	6,547
Accountants and Auditors	6,459
Financial Managers	5,938

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](#)