

Employer Demand Profile

Enabling Market-Responsive Course Development

Real-time employer demand data identifies the top skills, employers and occupations for professionals with Level 6 qualifications or higher. It excludes A-levels, vocational diplomas, foundation degrees or equivalent qualifications. Use the data and brainstorming questions included here to guide campus discussions about how to grow and direct the development of the course portfolio.

Questions to Inform Initial Course Discussions

Skills

- Which of our current courses integrate high-demand skills?
- What new course opportunities would confer high-demand skills?
- Are these skills relevant to a narrow suite of courses, or should most or all of our courses 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 East

Most Commonly Sought Job Skills in 2025

n = 181,185 job postings

Skill	Number of Job Postings
Auditing	9,856
Project Management	8,727
Continuous Improvement Process	7,819
Finance	7,219
Key Performance Indicators (KPIs)	7,097
Marketing	5,847
Risk Analysis	5,741
Working With Children	4,682
Invoicing	4,648
Mental Health	4,647

Employers with Greatest Demand in 2025

n = 181,185 job postings

Employer	Number of Job Postings
NHS	9,500
MTrec Recruitment and Training	2,367
Vision For Education	2,235
Randstad	2,200
Protocol Education	2,193
Hays	1,391
Reed	1,299
Teaching Personnel	1,194
Newcastle University	881
Nigel Wright Group	862

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 = 181,185 job postings

Occupation	Number of Job Postings
Sales Related Occupations n.e.c.	7,882
Teaching Assistants	5,692
Managers and Directors in Retail and Wholesale	3,598
Teaching Professionals n.e.c.	3,409
Programmers and Software Development Professionals	3,349
Social Workers	3,084
Secondary Education Teaching Professionals	3,015
Special and Additional Needs Education Teaching Professionals	2,792
Book-keepers, Payroll Managers and Wages Clerks	2,717
Other Registered Nursing Professionals	2,520

Additional EAB Resources to Support Market-Responsive Course Development



Market Intelligence Resources

- [Executive Guide to Certify Market Risks and Opportunities](#)
- [Understand the needs and motivations of working professional student segments](#)



Course Launch Resources

- [New Program Launch Guidebook](#)
- [Adult Program Innovation Launch Guide](#)



Course Design Resources

- [Design Credentials to Meet Adult Student Needs](#) roadmap
- [3 tips for innovative and successful program design](#)



Course Revitalization Resources

- [Revitalizing the Program Portfolio](#)
- [Choosing the right undergraduate programs for revitalization](#)
- [Revitalizing Academic Program Performance](#) webinar