

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 West

Most Commonly Sought Job Skills in 2025

n = 703,916 job postings

Skill	Number of Job Postings
Auditing	42,132
Finance	39,472
Project Management	35,484
Continuous Improvement Process	32,110
Key Performance Indicators (KPIs)	31,007
Marketing	27,493
Accounting	23,849
Mental Health	22,913
Invoicing	21,678
Business Development	21,333

Employers with Greatest Demand in 2025

n = 703,916 job postings

Employer	Number of Job Postings
NHS	41,923
Hays	11,126
Randstad	10,098
Inploi	7,593
PageGroup	7,503
Teaching Personnel	5,543
BAE Systems	5,227
Reed	4,437
Adecco	3,649
Sacco Mann	3,199

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 = 703,916 job postings

Occupation	Number of Job Postings
Sales Related Occupations n.e.c.	27,750
Teaching Assistants	25,266
Programmers and Software Development Professionals	13,958
Managers and Directors in Retail and Wholesale	13,812
Solicitors and Lawyers	13,144
Book-keepers, Payroll Managers and Wages Clerks	13,086
Secondary Education Teaching Professionals	13,066
Social Workers	12,789
Teaching Professionals n.e.c.	12,379
Special and Additional Needs Education Teaching Professionals	12,161

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