

# 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: Northern Ireland

### Most Commonly Sought Job Skills in 2025

n = 89,782 job postings

Skill	Number of Job Postings
Finance	6,887
Auditing	6,508
Project Management	6,461
Accounting	5,206
Continuous Improvement Process	5,144
Key Performance Indicators (KPIs)	5,130
Invoicing	3,511
Marketing	3,076
Procurement	2,867
Risk Analysis	2,838

### Employers with Greatest Demand in 2025

n = 89,782 job postings

Employer	Number of Job Postings
Vanrath	4,338
Hays	3,302
Citigroup	1,974
Northern Health And Social Care Trust	1,649
MCS Group	1,105
Staffline Group	849
Brook Street	737
Tesco	714
Black Fox Solutions	639
Reed	621



### 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 = 89,782 job postings

Occupation	Number of Job Postings
Sales Related Occupations n.e.c.	4,950
Book-keepers, Payroll Managers and Wages Clerks	2,454
Programmers and Software Development Professionals	2,434
Chartered and Certified Accountants	2,401
Managers and Directors in Retail and Wholesale	1,954
Transport and Distribution Clerks and Assistants	1,615
Sales Supervisors - Retail and Wholesale	1,503
Project Support Officers	1,415
Other Registered Nursing Professionals	1,120
Buyers and Procurement Officers	1,117

### Additional EAB Resources to Support Market-Responsive Course Development



#### Market Intelligence Resources

- [Executive Guide to Certificate 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](#)