

# 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: Ohio

### Most Commonly Sought Job Skills in 2025

n = 397,671 job postings

Skill	Number of Job Postings
Project Management	57,588
Marketing	40,491
Auditing	38,962
Nursing	37,145
Finance	35,997
Continuous Improvement Process	34,004
Accounting	29,638
Process Improvement	26,899
Data Analysis	26,711
Workflow Management	24,061

### Employers with Greatest Demand in 2025

n = 397,671 job postings

Employer	Number of Job Postings
Cleveland Clinic	8,875
Ohio State University	6,497
Mercyhealth	4,158
University of Cincinnati	3,968
GPAC	3,659
GE Aerospace	3,439
Huntington Bancshares	2,974
JPMorgan Chase	2,649
PNC	2,648
Actalent	2,611

### 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 = 397,671 job postings

Occupation	Number of Job Postings
Registered Nurses	24,720
Software Developers	10,255
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	9,047
Medical and Health Services Managers	8,955
Project Management Specialists	7,884
General and Operations Managers	7,369
Sales Managers	6,882
Accountants and Auditors	5,976
Financial and Investment Analysts	5,316
Financial Managers	5,266

### 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