

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: Pennsylvania

Most Commonly Sought Job Skills in 2025

n = 494,535 job postings

Skill	Number of Job Postings
Project Management	66,838
Marketing	48,759
Auditing	44,364
Finance	43,994
Nursing	40,226
Accounting	37,447
Continuous Improvement Process	32,869
Data Analysis	31,511
Process Improvement	30,110
Psychology	29,513

Employers with Greatest Demand in 2025

n = 494,535 job postings

Employer	Number of Job Postings
University of Pittsburgh Medical Center	9,903
University of Pennsylvania	9,370
Sondermind	7,713
Geisinger Health System	6,764
Pennsylvania State University	6,751
Commonwealth of Pennsylvania	6,288
PNC	5,381
Soliant Health	4,974
GPAC	3,663
Penn Medicine	3,359



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 = 494,535 job postings

Occupation	Number of Job Postings
Registered Nurses	26,420
Mental Health Counselors	12,325
Software Developers	11,670
Medical and Health Services Managers	11,632
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	9,357
Project Management Specialists	9,297
General and Operations Managers	8,940
Accountants and Auditors	8,794
Sales Managers	7,483
Child, Family, and School Social Workers	7,368

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](#)