

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: Scotland

Most Commonly Sought Job Skills in 2025

n = 441,996 job postings

Skill	Number of Job Postings
Project Management	28,319
Continuous Improvement Process	24,657
Auditing	23,510
Finance	22,967
Key Performance Indicators (KPIs)	16,988
Governance	15,841
Accounting	14,566
Risk Analysis	13,514
Marketing	13,315
Procurement	12,846

Employers with Greatest Demand in 2025

n = 441,996 job postings

Employer	Number of Job Postings
NHS	18,831
Search Consultancy	3,726
Hays	3,665
The City of Edinburgh Council	3,116
Highland Council	2,227
Rise Technical Recruitment Ltd	2,010
Scottish and Southern Electricity Networks	2,010
Randstad	1,988
Pertemps	1,949
Aberdeenshire Council	1,943

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 = 441,996 job postings

Occupation	Number of Job Postings
Sales Related Occupations n.e.c.	19,479
Programmers and Software Development Professionals	9,963
Managers and Directors in Retail and Wholesale	9,537
Teaching Professionals n.e.c.	9,359
Project Support Officers	6,803
Book-keepers, Payroll Managers and Wages Clerks	6,225
Other Registered Nursing Professionals	5,798
Chartered and Certified Accountants	5,516
Other Administrative Occupations n.e.c.	5,411
Social Workers	5,340

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](#)