

# 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: South East

### Most Commonly Sought Job Skills in 2025

n = 1,001,990 job postings

Skill	Number of Job Postings
Auditing	54,194
Finance	52,168
Project Management	51,701
Continuous Improvement Process	40,869
Marketing	40,804
Key Performance Indicators (KPIs)	37,633
Accounting	35,118
Invoicing	32,036
Mental Health	29,613
Working With Children	28,823

### Employers with Greatest Demand in 2025

n = 1,001,990 job postings

Employer	Number of Job Postings
NHS	44,938
Randstad	37,013
Academics	17,811
Reed	15,321
PageGroup	9,684
Hays	9,312
Rise Technical Recruitment Ltd	4,948
Pertemps	4,326
University of Oxford	4,207
Absolute Interpreting and Translations	4,056



### 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 = 1,001,990 job postings

Occupation	Number of Job Postings
Sales Related Occupations n.e.c.	39,062
Teaching Assistants	28,449
Special and Additional Needs Education Teaching Professionals	23,429
Secondary Education Teaching Professionals	22,938
Managers and Directors in Retail and Wholesale	20,582
Programmers and Software Development Professionals	18,625
Primary Education Teaching Professionals	17,267
Book-keepers, Payroll Managers and Wages Clerks	16,827
Teaching Professionals n.e.c.	15,815
Chartered and Certified Accountants	15,317

### 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](#)