

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 West

Most Commonly Sought Job Skills in 2025

n = 587,746 job postings

Skill	Number of Job Postings
Project Management	31,556
Auditing	31,365
Finance	27,481
Continuous Improvement Process	25,217
Key Performance Indicators (KPIs)	21,221
Marketing	19,587
Accounting	18,899
Business Development	16,674
Risk Analysis	15,807
Mental Health	15,143

Employers with Greatest Demand in 2025

n = 587,746 job postings

Employer	Number of Job Postings
NHS	32,169
Hays	7,754
Rise Technical Recruitment Ltd	5,412
Randstad	4,041
Academics	4,025
PageGroup	3,752
Reed	3,534
Ernest Gordon Recruitment Limited	3,211
Teaching Personnel	3,192
Chadwick Nott	2,592



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 = 587,746 job postings

Occupation	Number of Job Postings
Sales Related Occupations n.e.c.	21,827
Teaching Assistants	15,118
Managers and Directors in Retail and Wholesale	12,031
Programmers and Software Development Professionals	11,361
Solicitors and Lawyers	10,133
Secondary Education Teaching Professionals	9,132
Special and Additional Needs Education Teaching Professionals	8,420
Chartered and Certified Accountants	8,337
Other Registered Nursing Professionals	8,137
Book-keepers, Payroll Managers and Wages Clerks	8,116

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](#)