

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: Tennessee

Most Commonly Sought Job Skills in 2025

n = 237,974 job postings

Skill	Number of Job Postings
Project Management	33,505
Marketing	26,875
Finance	22,889
Auditing	22,818
Nursing	21,515
Accounting	20,556
Continuous Improvement Process	19,960
Process Improvement	18,795
Data Analysis	17,812
Workflow Management	16,006

Employers with Greatest Demand in 2025

n = 237,974 job postings

Employer	Number of Job Postings
HCA Healthcare	4,993
University of Tennessee	4,071
Amazon	3,267
GPAC	3,098
Tennessee Board of Regents	2,926
Sondermind	2,424
Memphis-Shelby County Schools	1,917
Oak Ridge National Laboratory	1,858
LifePoint Health	1,782
Methodist Le Bonheur Healthcare	1,507



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 = 237,974 job postings

Occupation	Number of Job Postings
Registered Nurses	15,430
Medical and Health Services Managers	6,094
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	5,897
Project Management Specialists	5,130
Software Developers	5,060
General and Operations Managers	4,755
Sales Managers	4,349
Accountants and Auditors	4,306
Mental Health Counselors	4,241
Secondary School Teachers, Except Special and Career/Technical Education	3,908

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](#)