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: Virginia

Most Commonly Sought Job Skills in 2025

n = 441,217 job postings

Skill	Number of Job Postings
Project Management	69,360
Computer Science	55,278
Auditing	39,374
Agile Methodology	38,627
Finance	37,361
Python (Programming Language)	35,874
Marketing	35,121
Data Analysis	33,788
Amazon Web Services	33,229
Workflow Management	31,868

Employers with Greatest Demand in 2025

n = 441,217 job postings

Employer	Number of Job Postings
Capital One	15,034
Amazon	7,373
Leidos	6,701
Booz Allen Hamilton	3,578
General Dynamics	3,484
CACI International	3,248
Virginia Commonwealth University	3,240
Soliant Health	3,162
SAIC	2,922
HCA Healthcare	2,868

Source: EAB analysis. Lightcast Analyst.

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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 = 441,217 job postings

Occupation	Number of Job Postings
Software Developers	25,774
Registered Nurses	23,459
Project Management Specialists	10,821
Computer Systems Engineers/Architects	10,486
Medical and Health Services Managers	7,525
General and Operations Managers	6,839
Managers, All Other	6,801
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	6,255
Financial and Investment Analysts	6,100
Information Security Engineers	5,887

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