

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: Wales

Most Commonly Sought Job Skills in 2025

n = 194,218 job postings

Skill	Number of Job Postings
Auditing	10,287
Finance	8,881
Continuous Improvement Process	8,591
Project Management	8,498
Key Performance Indicators (KPIs)	6,979
Marketing	5,328
Risk Analysis	5,248
Accounting	5,221
Working With Children	5,126
Mental Health	4,609

Employers with Greatest Demand in 2025

n = 194,218 job postings

Employer	Number of Job Postings
NHS	13,900
Teacheractive	2,462
Teaching Personnel	2,060
Hays	2,046
Academics	2,016
Randstad	1,951
Yolk Recruitment Ltd	1,914
PageGroup	1,120
Government Recruitment Service	1,073
Tesco	996



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 = 194,218 job postings

Occupation	Number of Job Postings
Sales Related Occupations n.e.c.	7,871
Teaching Assistants	7,316
Social Workers	4,079
Managers and Directors in Retail and Wholesale	3,779
Other Registered Nursing Professionals	3,388
Teaching Professionals n.e.c.	3,236
Secondary Education Teaching Professionals	3,015
Book-keepers, Payroll Managers and Wages Clerks	2,919
Programmers and Software Development Professionals	2,663
Solicitors and Lawyers	2,489

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](#)