

# 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: Washington

### Most Commonly Sought Job Skills in 2025

n = 295,243 job postings

Skill	Number of Job Postings
Project Management	49,308
Computer Science	37,205
Marketing	33,018
Finance	30,074
Auditing	25,234
Data Analysis	23,488
Accounting	22,492
Nursing	22,099
Process Improvement	22,099
Workflow Management	21,305

### Employers with Greatest Demand in 2025

n = 295,243 job postings

Employer	Number of Job Postings
Amazon	16,356
State of Washington	4,922
Providence	4,495
Microsoft	3,916
University of Washington	3,303
MultiCare Health System	3,188
Soliant Health	3,159
Blue Origin	3,044
Boeing	2,796
Google	2,373



### 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 = 295,243 job postings

Occupation	Number of Job Postings
Registered Nurses	17,384
Software Developers	11,993
Marketing Managers	7,435
Medical and Health Services Managers	6,811
Project Management Specialists	6,332
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	6,126
Sales Managers	5,209
General and Operations Managers	5,086
Managers, All Other	4,800
Financial Managers	4,397

### 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](#)