

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: West Midlands

Most Commonly Sought Job Skills in 2025

n = 540,493 job postings

Skill	Number of Job Postings
Auditing	33,372
Project Management	30,671
Finance	30,030
Continuous Improvement Process	27,586
Key Performance Indicators (KPIs)	24,429
Marketing	20,855
Business Development	18,149
Accounting	17,614
Invoicing	16,384
Risk Analysis	15,981

Employers with Greatest Demand in 2025

n = 540,493 job postings

Employer	Number of Job Postings
NHS	24,650
Hays	8,610
Pertemps	5,962
Aspire People	5,861
PageGroup	4,185
Academics	3,868
Rise Technical Recruitment Ltd	3,206
Teacheractive	3,071
Randstad	3,068
Reed	2,974

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 = 540,493 job postings

Occupation	Number of Job Postings
Sales Related Occupations n.e.c.	20,566
Secondary Education Teaching Professionals	14,156
Teaching Assistants	13,286
Managers and Directors in Retail and Wholesale	11,925
Programmers and Software Development Professionals	9,489
Special and Additional Needs Education Teaching Professionals	9,021
Book-keepers, Payroll Managers and Wages Clerks	8,850
Teaching Professionals n.e.c.	8,799
Solicitors and Lawyers	8,622
Chartered and Certified Accountants	7,617

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](#)