

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: Yorkshire and The Humber

Most Commonly Sought Job Skills in 2025

n = 434,804 job postings

Skill	Number of Job Postings
Auditing	25,006
Finance	24,525
Project Management	20,948
Continuous Improvement Process	20,762
Key Performance Indicators (KPIs)	18,908
Marketing	16,390
Accounting	14,214
Invoicing	13,313
Business Development	12,915
Risk Analysis	12,757

Employers with Greatest Demand in 2025

n = 434,804 job postings

Employer	Number of Job Postings
NHS	22,888
Academics	5,263
Hays	4,360
Randstad	4,166
Reed	4,112
PageGroup	3,957
Elevation Recruitment	3,388
Sacco Mann	2,808
Vision For Education	2,274
North Yorkshire County Council	2,076

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 = 434,804 job postings

Occupation	Number of Job Postings
Sales Related Occupations n.e.c.	16,307
Teaching Assistants	12,243
Secondary Education Teaching Professionals	10,253
Solicitors and Lawyers	9,207
Managers and Directors in Retail and Wholesale	8,733
Book-keepers, Payroll Managers and Wages Clerks	8,292
Teaching Professionals n.e.c.	7,785
Programmers and Software Development Professionals	7,393
Chartered and Certified Accountants	6,570
Special and Additional Needs Education Teaching Professionals	6,365

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](#)