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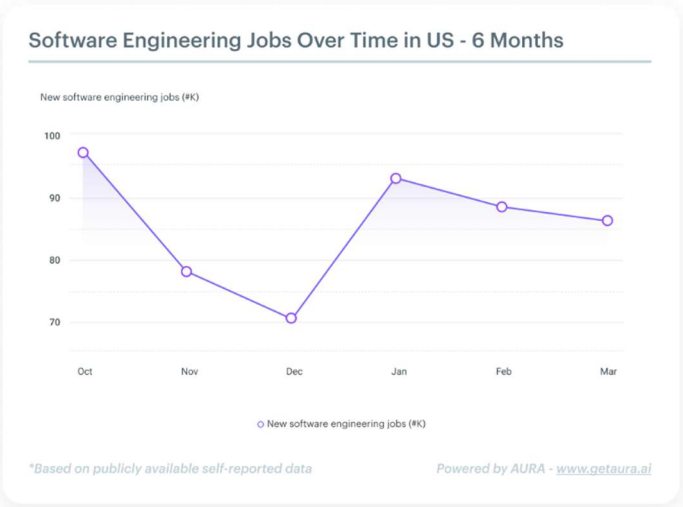
Aura Intelligence US Software Engineering Jobs Report

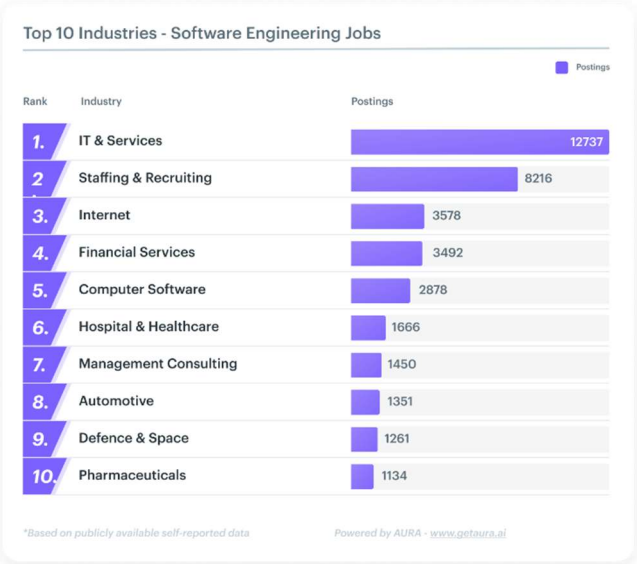
April 1, 2025



Software Engineering Job Postings Show Seasonal Dip, Followed by Stabilization

Over the past six months, software engineering job postings in the U.S. have followed a clear seasonal trend. Job openings dipped in November and reached their lowest in December—likely due to typical end-of-year hiring slowdowns—before rebounding sharply in January. Since then, the market has shown signs of stabilization, with only minor month-to-month declines.

This pattern reflects broader hiring cycles, where tech companies pause recruitment during the holidays and resume with fresh budgets and planning in the new year. The post-January steadiness suggests cautious optimism, with consistent demand for engineering roles despite economic headwinds.



Software Engineering Demand Dominated by IT, Recruitment, and Digital Sectors

In March, software engineering demand was heavily concentrated in IT & Services and Staffing & Recruiting, reflecting the ongoing digital transformation and widespread need for tech talent across industries. The Internet, Financial Services, and Computer Software sectors also ranked highly, suggesting consistent investment in digital infrastructure and fintech innovation.

Industries like Healthcare, Automotive, and Pharmaceuticals showed lower but notable demand, indicating growing reliance on software for automation, data analysis, and operational efficiency. The trend highlights that while core tech sectors remain the largest employers of engineers, non-tech industries are increasingly integrating software roles to stay competitive and scalable.

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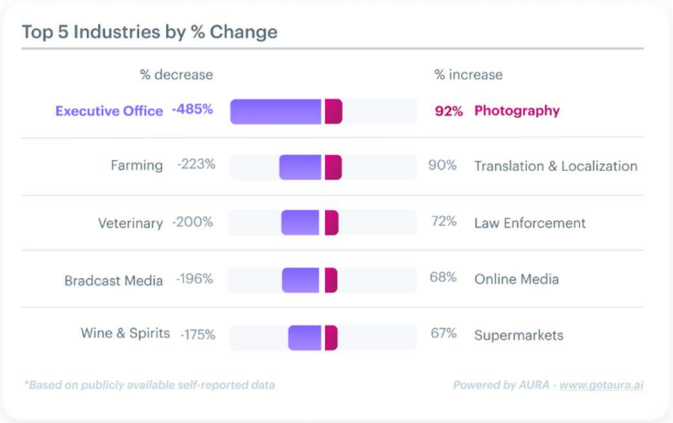
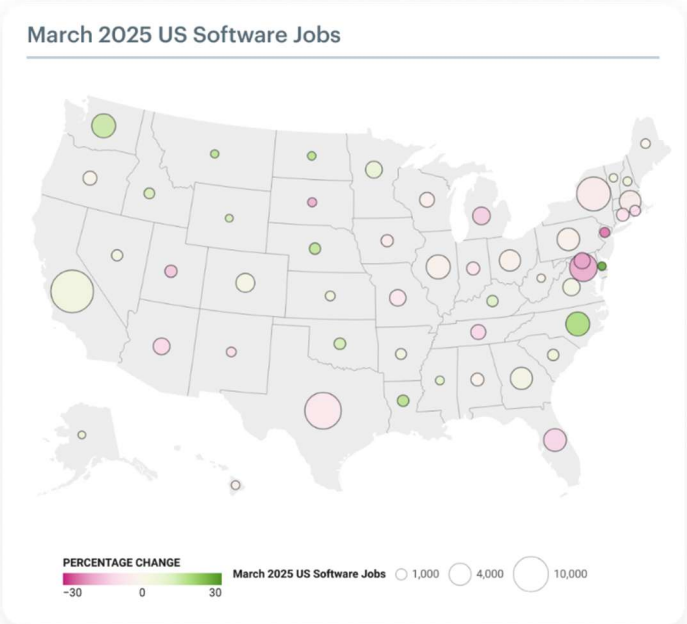


Software Engineering Demand Shifts Toward Niche and Supportive Sectors

The software engineering landscape saw drastic shifts across industries. Traditional executive and operational sectors like Executive Office (-485%) and Broadcast Media (-196%) experienced major pullbacks, possibly due to budget cuts, role saturation, or automation reducing new technical hires. Conversely, creative and community-focused sectors saw rising demand, with Photography (+92%), Translation & Localization (+90%), and Law Enforcement (+72%) showing strong growth.

This may reflect a growing need for digital tools in content creation, multilingual communication, and public services. Overall, hiring is shifting away from administrative-heavy roles toward industries investing in technology to boost outreach, efficiency, and engagement.



State-Level Software Job Trends Show Mixed Momentum Across the US

In March 2025, software engineering job growth varied significantly across the U.S., reflecting shifting regional dynamics. States like North Carolina and Washington saw notable positive momentum, likely driven by expanding tech ecosystems and business-friendly environments. In contrast, key hubs such as California and New York experienced slight declines, potentially due to high operational costs and recent tech sector slowdowns.

States like Texas and Florida, along with smaller states like Utah and South Carolina, saw drops, suggesting a pause in their previously rapid tech hiring booms.

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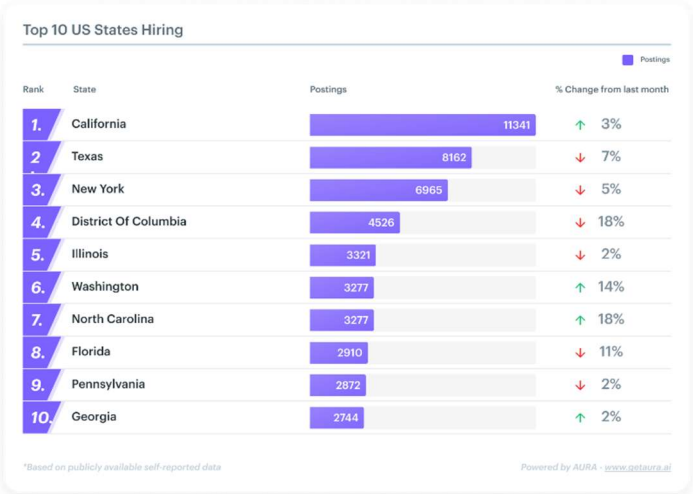
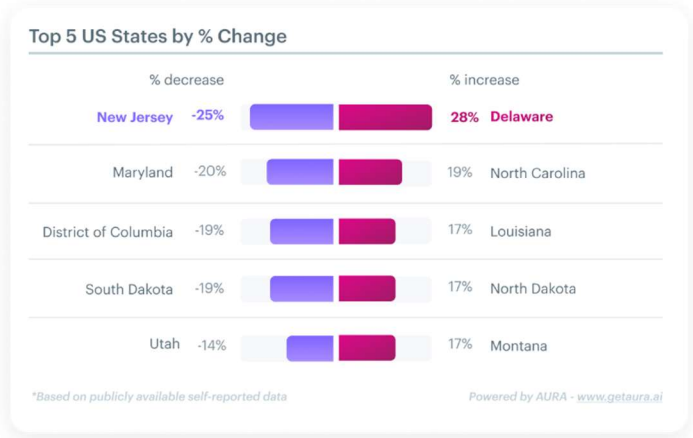


Growth Returns to Emerging Tech Hubs as Traditional States See Slowdown in Software Hiring

Hiring trends across top U.S. states revealed a shift in software job momentum. Traditional powerhouses like Texas (-7%), New York (-5%), and the District of Columbia (-18%) saw declines, likely due to market corrections and reduced tech spending. In contrast, emerging hubs like North Carolina (+18%) and Washington (+14%) experienced robust growth, fueled by expanding tech ecosystems and lower costs of operation. California, while still leading in total postings, showed only modest growth (+3%), suggesting maturity and saturation.

These trends reflect a rebalancing as companies diversify hiring beyond legacy tech centers to tap into more sustainable, cost-effective talent pools.



Smaller States Drive Software Job Growth as Hiring Declines in Established Regions

March saw notable shifts in software engineering job dynamics, with smaller and less traditional tech states leading in percentage growth. Delaware topped the list with a 28% increase, followed by North Carolina, Louisiana, North Dakota, and Montana—all posting gains around 17–19%. These trends suggest growing decentralization, with companies exploring more affordable regions and remote-friendly talent pools.

Conversely, traditional hiring centers like New Jersey (-25%), Maryland (-20%), and the District of Columbia (-19%) saw steep declines, likely due to market saturation or reallocation of hiring budgets. The data reflects a broader geographic diversification in tech hiring strategies.

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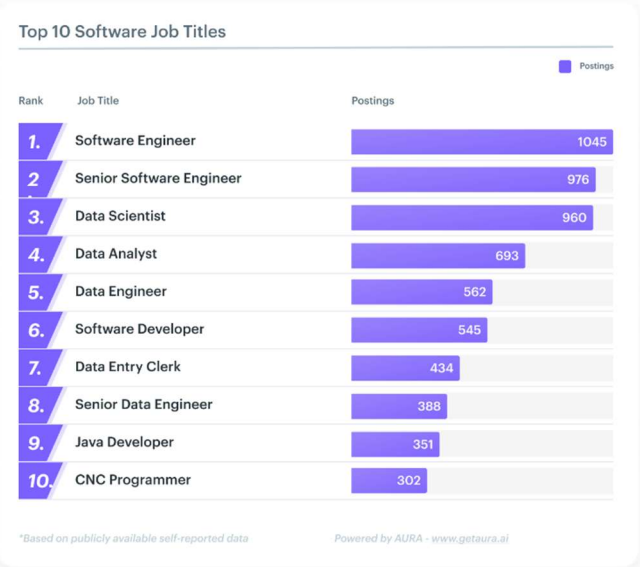
Remote Software Job Share Stabilizes After Seasonal Highs and Lows

Over the past six months, the percentage of remote software jobs has fluctuated, reflecting seasonal and strategic shifts in hiring. October and December marked peaks in remote opportunities, likely driven by end-of-year project demands and flexible holiday staffing.

However, November and January saw declines, possibly due to budget resets or hiring slowdowns. Since January, both the total number and percentage of remote software roles have stabilized around 27%, suggesting remote work is holding a steady foothold in the tech industry. The data implies that while demand fluctuates, remote work remains an enduring component of software hiring strategies.



Demand for Software Engineers and Data Roles Reflects Ongoing Digital Transformation

The most in-demand software job titles reflect a clear emphasis on core engineering and data capabilities. Software Engineers and Senior Software Engineers topped the list, highlighting sustained need for foundational development expertise across industries. Roles like Data Scientist, Data Analyst, and Data Engineer also ranked highly, pointing to growing reliance on data-driven decision-making and AI initiatives.

Interestingly, traditional roles like Data Entry Clerk and CNC Programmer still appear, suggesting a continued need for hybrid skill sets in automation and manufacturing. Overall, hiring trends emphasize the intersection of software development and data as a critical business driver.

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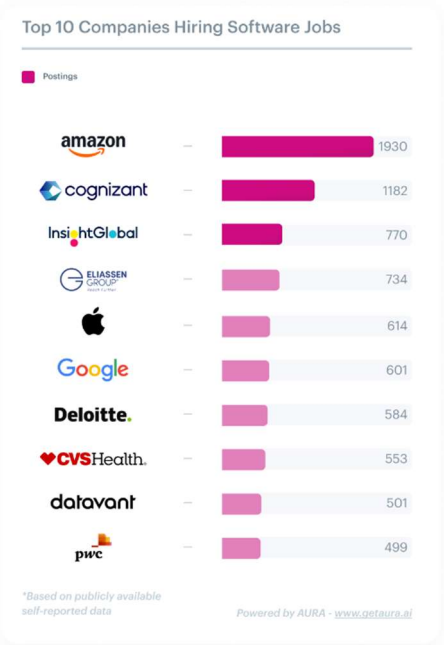
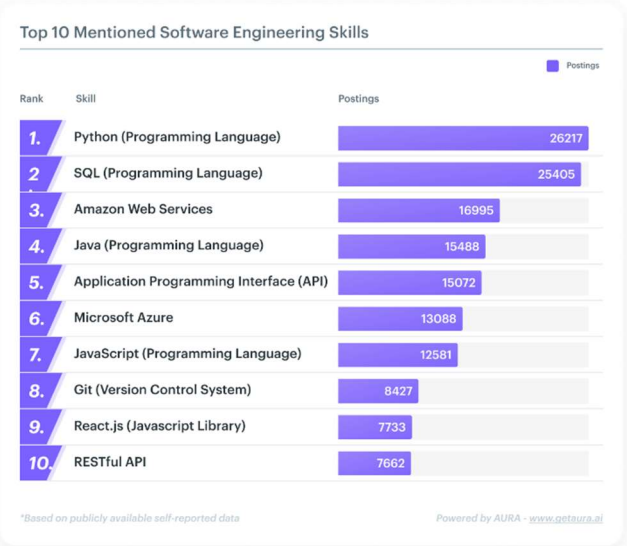


Tech Giants and IT Services Lead Software Hiring Amidst Diverse Industry Demand

Hiring was led by a mix of tech giants, IT service firms, and companies in healthcare, consulting, and data management. Amazon significantly outpaced others, likely due to its broad digital footprint across cloud, e-commerce, and AI.

Cognizant, Insight Global, and Eliassen Group reflect strong demand from IT services and staffing firms, which often support multiple clients' tech needs. Companies like Apple, Google, and Deloitte also made the top 10, maintaining steady hiring for innovation and transformation initiatives. The diversity of industries signals that software talent is increasingly vital across both tech-native and traditional enterprises.



Python, Cloud, and API Skills Dominate Software Engineering Job Requirements

In March, technical skills in software engineering job postings emphasized a strong demand for backend and cloud-related expertise. Python and SQL remain the most frequently mentioned, underlining their importance in data-heavy applications and backend development.

Cloud platforms like Amazon Web Services and Microsoft Azure also featured prominently, reflecting the widespread shift to cloud-native architecture. Java and JavaScript continue to be essential for enterprise and web development, while API-related skills (including RESTful APIs) signal a growing need for system integration and microservices. Overall, the trends point to a continued focus on scalable, data-driven, and interconnected software systems.