

Researching Potential Employers

Researching employers will give you a greater chance of progressing in the job selection process as you will be able to compare and identify employers you may wish to work for. This research will also allow you to shape your resume and interview answers to match the needs of a particular employer.

With most businesses having a web presence you can use the internet to research key areas of an organisation which include:

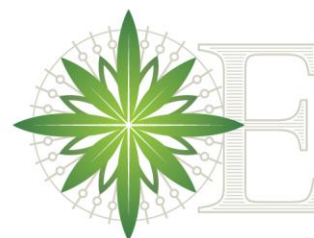
The company:

- History
- Culture
- Values
- Staffing structure
- Location
- Size
- Challenges
- Opportunities
- Community involvement
- Reputation
- Current vacancies

Working there:

- Tasks involved
- What is a typical day like
- Opportunities for specialising
- What previous experience is required
- What skills are necessary
- Recruitment procedures
- Opportunities for advancement
- Training/career development opportunities

Once you have gathered information on different companies you then need to compare this information to identify which companies meet your values, expectations and currently have a job vacancy that is suitable for you to apply for. If during this process you identify a company that does not have a current job vacancy but you are still interested in working for them, then you can send them a cover letter and resume introducing yourself and your interest in working for them. This is called [cold calling](#).



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