

# My Employer Research

Organisation Name:

As part of your job search and application routine, you should aim to research the organisation you are applying to. This will enable you to personalise your applications to the needs of the employer.

Employer research has shown that candidates who research the role and organisation are valued more highly and are more likely to be considered for the next stage of the application process and ultimately have a greater chance of getting the job.

The questions below are designed to help you find out some key information regarding the employer and the vacancy, however to further improve your chances you should also complete additional research (including using the internet).

You will be informed when you need to complete this activity by and what happens next

Question	Your research
Job title of vacancy:	
Vacancy Reference:	
Website address for employer:	
What is the main business of the company?  e.g. transporting electrical goods to shops on behalf of retailers.  What are the main products of the company?	
What does the advertised role entail?  For example: what are the responsibilities of the post holder?	
Use the internet to find out the latest news stories about the organisation or industry	<b>Research 1:</b>

<p>sector:</p> <p>You should aim to find and read at least 2 different pieces of research.</p>	<p><b>Research 2:</b></p>	
<p><b>Why do you want to work here/ Why do you want to work for us?</b> This is a typical interview question.</p>		
<p>Many employers view the answer to this interview question as crucial because shows whether you have researched the organisation and have thought about where you want to work.</p> <p>Therefore you should use the research you have done on the specific organisation to <b>record 3 reasons why you would like to work there.</b></p> <p>Try to think about how you might structure this in an answer to an interview question.</p> <p>If you are unsure on how to answer this question, there are lots of hints and tips available on the internet.</p>	<p><b>Reason 1:</b></p>	
	<p><b>Reason 2:</b></p>	
	<p><b>Reason 3:</b></p>	
<p>What other research could you do?</p> <p>Common examples include:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Read the annual report of the organisation</li> <li><input type="checkbox"/> Read press releases (last two months) from the organisation</li> <li><input type="checkbox"/> Identify the key competitors of the organisation, how does the organisation set itself apart?</li> <li><input type="checkbox"/> What are the biggest challenges and opportunities facing the organisation/ industry sector?</li> </ul>	<p><b>Your Additional Research:</b></p>	

