RESEARCH EMPLOYERS

Target your approach

- Pick a manageable number of employers you would like to target as part of the Virtual Fair – be targeted so you can tailor your research and focus on quality of the interaction and your approach, not quantity
- Employers will appreciate if you ask smart questions about their business

Where to look

- The ‘About’ section on their website is the best place to start
- The employer’s social media profiles are the next best place to look, particularly LinkedIn
- Look for the Annual Report and read relevant sections
- Scan newspapers and magazines for relevant articles about the company
- Consider using Ask Alumni or the LinkedIn Alumni tool to reach out to someone you know in the organisation to have a purposeful conversation about the company’s business and culture
- Company reviews on job search sites such as Seek company review, Glassdoor or Whirlpool forums
- For more in-depth research, you may find more information in the company guides on the Library website.

What to look for

- What is the company’s primary service offering?
- Who is the company’s target market(s)?
- Ultimately, what consumer need does the company satisfy?
- What is the company’s mission / culture / value set?
- In what industry does the company operate? What are its trends? Challenges?
- What are some questions I have for the company, based on what I’ve discovered?

Need further support?

You can book an appointment with a Career Advisor to get help in researching employers and articulating smart questions for them: https://students.unimelb.edu.au/careers/get-advice/get-one-on-one-support