

RESEARCHING EMPLOYERS

INTRODUCTION

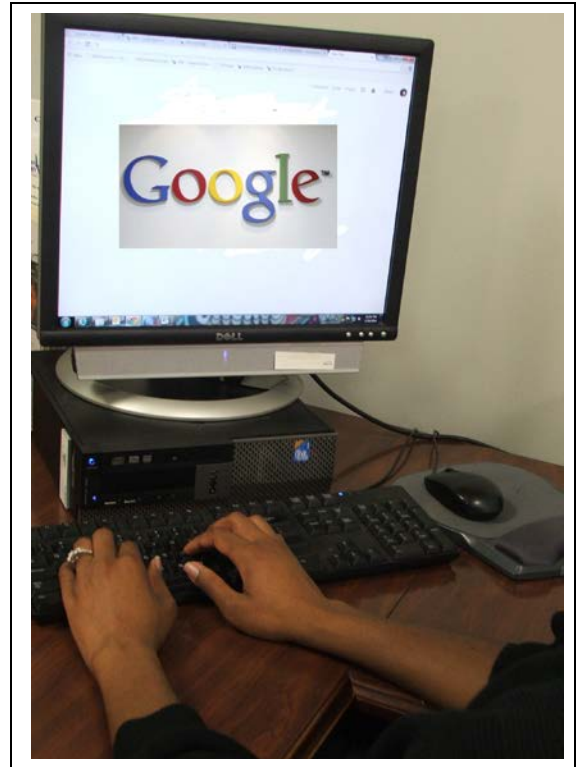
Whether you are submitting a cover letter and resume in application for positions, or meeting face-to-face with recruiters at job fairs, you need to convince the employer that you are the right person for their employment needs. In order to make a good case for your candidacy, you need to be knowledgeable about yourself (your skills, values, goals, etc.) and also be knowledgeable about the company or organization.

By demonstrating your knowledge about the organization/company, it shows you have done your research, taken initiative, and have a true interest in working for them. Some of the questions they will ask is: “why do you want to work for us?” and “what do you know about our company/organization?”

WHAT INFORMATION IS HELPFUL

Here are some of the basic questions you might want to consider when researching a company or organization:

- What products/services does the employer provide?
- What is the mission of the company/organization?
- When was it created/started and why?
- Where are their headquarters or main office? Are there other locations?
- What industry trends are affecting the company?
- How many employees does the employer have?
- What jobs does the company typically hire for?
- What is the employer's hiring policy?
- Is the employer involved in community services? If so, what?
- What is the employer's financial situation? Is it making money? Has it downsized in the last five years?
- Has there been any recent important news related to the company?
- What do others think about the company?



SOURCES OF INFORMATION

People In Your Network:

When possible, it helps to talk to someone who works for or knows about the organization. Check your network of contacts: faculty members, administrators, fellow students, alumni, etc. to see if anyone has some inside information about the company/organization.

Next Step: The Employer's Website

In the age of a global economy, most companies/organizations will have a website that should provide the information you need. Many of these websites will also include an online application process.

The Internet

There are a lot of great websites available that can provide information about companies and organizations. Here are just a few:

Companies

- **Career One Stop**- features an employer locator to search a 12 million company database by region and industry: <http://www.careerinfonet.org/employerlocator/employerlocator.asp?nodeid=18>
- **Linked In**- Use the company directory or "search companies" features <https://www.linkedin.com/>
- **Job Star: Job Search Guide**-Features Public library links to company information <http://jobstar.org/hidden/coinfo.php>
- **Glassdoor.com**- Insider information on over 100,000 companies <http://www.glassdoor.com/index.htm>
- **Hoovers Online**-information about private, public, subsidiary and non-US Companies <http://www.hoovers.com/company-information/company-search.html?Index=0&Page=1>
- **PR Newswire**- Searchable database by industry and keyword for company press releases <http://www.prnewswire.com/>

Non-Profit Organizations

- **Guidestar**- this site gather and disseminate information about every single IRS-registered nonprofit organization. They provide as much information as we can about each nonprofit's mission, legitimacy, impact, reputation, finances, programs, transparency, governance, and so much more. <http://www2.guidestar.org/>

Request Information Directly From the Company or Organization

If you have exhausted all known resources for researching the company and you are not able to find any information, it is perfectly acceptable to contact them by phone, letter, or email to request information.

More resources:

http://www.unf.edu/careerservices/Social_Media.aspx
<http://www.unf.edu/careerservices/Networking.aspx>

