Researching Employers

Is the company the right fit for you?
Researching an employer helps you decide whether an organisation is the right fit for you and develops your understanding of the sector you are interested in.

An overall understanding of what the business does, its size, turnover, clients, competitors, aspirations, brand, products and cultures will help to prepare yourself for job applications and interviews, and develop your commercial awareness.

More and more, employers are looking to hire students who are the right fit and have the right attitude to do a great job!

**Where to start**

Visit the company website, connect on LinkedIn and follow their social media pages. This will help to give you an overview of the company and their brand.

Find out about any upcoming employer events and career fairs, as these are an excellent opportunity to speak directly with a potential employer and enquire about possible career opportunities or work experience.

Check out the Prospects website for more guidance: https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors

**Initial Research:**

- What does the business do?
- Which sector/industry are they in?
- Size of the business?
- Who are the clients/customers?
- Who are the competitors?
- What are their market trends?
- What is the culture of the business?
- What skills and experience would they be looking for?
- What is their selection process?
- Have their been any recent stories in the press?

**Research for an Application or Interview:**

- Read the company’s annual report.
- Connect with current employees on LinkedIn.
- Research the sector and similar roles on the company site and Prospects.
- Research new projects or achievements.
- Check out their ‘Careers’, ‘Work with us’ and ‘Meet the Team’ sections and see what skills and qualities they value in their staff and prospective employees.
- Read their Mission Statement.
- Research their community activities or charities that they may be associated with.
Where can I look for information?

Open Access Information

As well as company websites there are a wide variety of online sources to support your employer research from newspaper websites, top rated employer surveys to online journals:

- The Sunday Times 100 Best Companies: appointments.thesundaytimes.co.uk/article/best100companies/
- Fortune 100 Best: http://fortune.com/best-companies/
- The Guardian UK 300 Most Popular Graduate Employers: targetjobs.co.uk/uk300
- The Guardian Top Employers UK: theguardian.com/careers/top-employers-uk
- Directory of Open Access Journals www.doaj.org
- The Prospects Employer Profiles search engine: www.prospects.ac.uk/employer-profiles
- LinkedIn Jobs site: https://uk.linkedin.com/jobs/

Sources of information and support at Manchester Met

The Library Databases

The Manchester Met Library databases can provide you with a range of information on companies and industries. Visit the Library website for details of the key databases that can help you to research employers or your chosen sector: http://tinyurl.com/ManMetLibrary

There are video tutorials available within this webpage that demonstrate how you can use these databases to locate relevant information, however if you have any specific queries please contact the library business team: library.mmu.ac.uk

Careers Guidance Appointments

If you would like to discuss researching employers with a member of the team you can book an appointment by calling us on 0161 247 3483 or visit the Employability Hub

Ask a Careers Question

Contact the Careers and Employability Service online through My Career Hub if you have any initial queries with regards to researching an employer for potential opportunities: www.mmu.ac.uk/careersquestion