

inspire,
inform,
empower

Toolkit

Steps

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Next

Know the Employer

When applying for a job or preparing for an interview, the employer will want to see you've made an effort to understand more about the business. It's important to show them how you are going to be the ideal candidate and really useful for you to decide if it's the sort of place where you can see yourself fitting in.

The good news is that you can usually find out everything you need to know from the comfort of your sofa (or where you have access to the internet).



This PDF is interactive, so that you can fill out digitally.

Company Profile

01

Find a job posting that you are interested in and visit the company's website.

Step

Company



Step

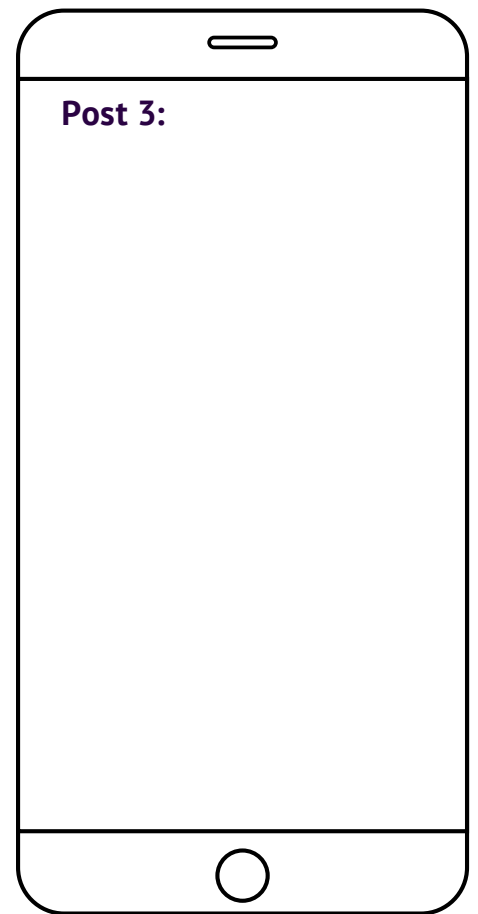
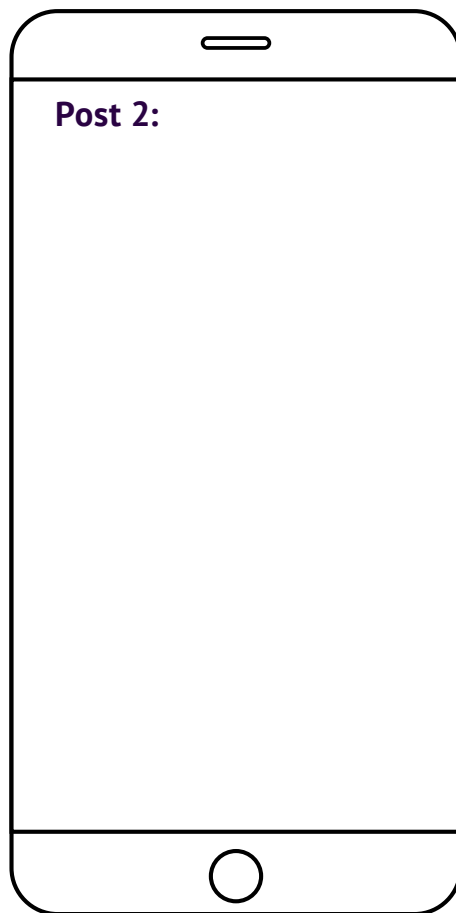
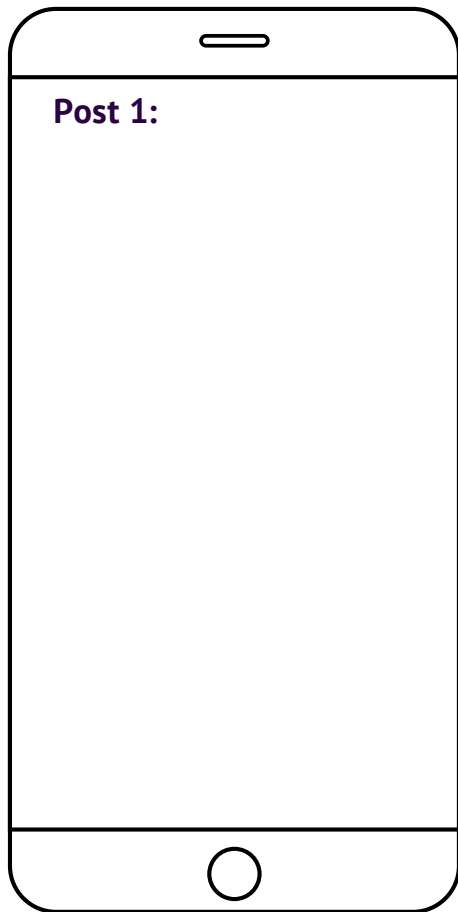
02

Fill out the fact file below, using the information you can find.

Overview Information (company size, location, history):	What does the company do:	What makes the company stand out against competitors:
	What are the company values:	Who are the key people:

Social Scroll

Businesses will use social media to promote latest news and positive stories. These can provide great ideas for questions to ask in interview, or show how your interests fit in with the company.



Find 3 of the latest social media posts from the company, and make a note of what this shows to you.

Customise Your Cover Letter

For part of your cover letter, showing interest in the employer is a great way to show you're interested in working there and make you stand out.

So let's give it a go... using the notes you've made on the first 2 tasks fill out these 3 sentence starters:



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One thing that stood out about your company is...

I believe I would be a good fit for you because...

I'd be excited for the opportunity to...



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