



RESEARCHING EMPLOYERS

Whether you are just starting your job search, applying or have got to the interview / assessment centre stage, to nail that job it is vital to find out all that you can about your potential employer. This hand-out is intended to provide you with useful tips, information and advice so that you can impress potential employers with your in-depth knowledge of their organisation.

Researching Employers: where to start

An obvious, but nonetheless useful starting point is the employer's own website. Look for their mission statement, values and work ethic.

Follow employers on LinkedIn, Twitter and Facebook to find out what is happening with them.

Google them to find out if they are in the news, and if so, why.

Use the University Library

For sources of company information held by the library, go to: libguides.leedsbeckett.ac.uk/subject_support/business_and_management/company_info_annual_reports. This includes:

MarketLine Advantage, advantage.marketline.com/, which offers a comprehensive collections of reports, rankings and news, covering all of the major vertical industries and many more niche markets.

Global Company Intelligence, globalcompanyintelligence.com/Index.aspx, a database of information on some 270,000 selected companies from around the world

Mintel: A database of market research reports into European, UK-specific and US consumer markets. Mintel reports are published within defined intelligence ranges. Visitors to the website are also able to search for relevant publications by category, allowing them to examine all related reports across all markets (log in required)

Company Reporting: Reports on constantly changing financial reporting practices of public companies. accessible via:

libguides.leedsbeckett.ac.uk/subject_support/business_and_management/databases

Other Sources of Information:

Leeds Central Library:

Business and IP Section: leeds.gov.uk/bipcleeds/Pages/default.aspx

Glass Door: [glassdoor.co.uk](https://www.glassdoor.co.uk), database of 6 million company reviews, CEO approval ratings, salary reports, interview reviews and questions, benefits reviews, office photos and more, plus jobs.

MyCareer: Useful section on researching employers and a huge global job search engine under the **Job Hunting** section of **MyCareer**, myhub.leedsbeckett.ac.uk/students/abintegro?redirectURL=https://www.abintegro.com/Members

MyHub: Log in to MyHub, myhub.leedsbeckett.ac.uk, click on the **Vacancies** tab, then on the **Search Employers** link at the bottom of the box on the right-hand side.

MyHub is home to a wealth of careers resources. For a useful summary and links to the main ones, take a look at Careers FAQs:

myhub.leedsbeckett.ac.uk/students/faqs/detail/198/careers-faqs.

Connecting with employers

Our team can connect you to a wide range of employers, we also provide up-to-date information about the labour market and what employers are looking for in our students and graduates. When you use MyHub to search for vacancies make sure you check the employer information – this is where we record any specific hints / tips or “extra” information about their recruitment and selection processes. You can do this when you look at [individual vacancies](#), or when you are [researching](#) particular companies or organisations.

We have an active calendar of employer events on campus throughout the academic year. These include our Annual Careers Fair and a number of smaller sector-specific careers events that focus on a particular industry. You can also meet employers at information stands, presentations and our new Spotlight On series. For full event listings and information check our [What's On](#) page and the [MyHub events](#) section.

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We endeavour to update this factsheet annually. However, if you do find any broken links, please report them to careers@leedsbeckett.ac.uk.

The Information Team would also welcome your feedback on this resource. If you have any comments, please send them to the above email address.

To request this leaflet in an alternative format, please contact us.

For further information on the Employability & Job Shop Team, please go to leedsbeckett.ac.uk/studenthub/careers.

Alternatively you can contact a member of our team on:

0113 812 5995 (City Campus), 0113 812 7335 (Headingley Campus)