

About the organisation or employer



What makes them different? What are their unique selling points - what differentiates them from their competitors?

What products and services do they offer?

Who are their clients?

Where are they based and where do they do business? Find out about company size, location and business catchment area.

What are their values & ethos, do they fit with yours?

Check:



Review their recruitment or careers websites - for the basics

Get an in-depth understanding of the organisation, look at the website as if you were a prospective client or wanted to purchase something from them. What is their USP?

Can you visit a shop or branch? To get a real feel for what they do. Where possible, talk to employees.

If the organisation makes a product that is sold in supermarkets or stores, go and look at the products, who are they competing with, what's the branding like?

Do they advertise? Check magazines, TV adverts and billboards who are they aiming their marketing at?

Attend campus talks and events, including careers fairs and ask questions to their representatives.

Review websites such as [Target Jobs](#) to get insider tips and advice

Contact the organisation directly via phone or email to ask specific questions. This can be especially important with smaller organisation where there is less information widely available.

About the job



Have you read the Job description? (A detailed list of all of the main tasks and areas of responsibility that the role includes)

Is there a person specification? (A detailed list of all of the qualifications, skills and attributes that the role requires)

Look on the organisation's website. Is there any further information?

Talk to the contact person for the job (if there is one). It's a really good idea to ring them, it makes you look serious about your application.

Check prospects.ac.uk to see if there is a job profile for a similar role.

Have you seen similar sounding jobs advertised with other organisations? Do they have clearer information about the role? It may not be the same but it can be informative to see how it compares.

Contact a relevant professional body if there is one - do they have information about different roles in their industry?

Are any careers events in the relevant sector that you could attend to find out more?