



Australian Government



Employer profiling

When talking to employers about jobs, you need to show them you understand their business. You also need to explain how your skills and experience make you a good fit for their business.

Figure out what employers want, before writing your job application or showing up to an interview. This can take a little time but it's definitely worth it.

Think of an employer you want to work for and complete this workbook with them in mind.

The employer I am profiling is:

This workbook will help you understand more about an employer. This information will be useful when you talk to them about job opportunities.

You don't have to answer all the questions - they are just a guide of what to think about.



Research the employer. Use the job ad, the Internet, their annual report or your personal knowledge as a customer to answer the questions below:

What does the business do?

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What do you think are the business's main priorities?

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Describe their business culture. Include extra information such as whether staff wear a uniform, perform shift work and work with customers.

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What are the business's values? What does it pride itself on?

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How does the business work with the community? This could include selling to the public but also sponsoring a community event or a major charity.

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How do you see yourself fitting into this culture? What would you like about it?

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What industry is the business in?

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Where are they located and what kind of work do their staff do?

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Is the business managed by a head office somewhere else or does the owner manage it and work locally?

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How many employees does the business have?

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Is the business growing or shrinking?

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Is it not-for-profit or a for-profit business?

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Is it a franchise, part of a chain or one-off small business?

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What types of customers does the business work with?

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What does the business do for customers? Sell them a product? Perform a service? Look after them?

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Does the business have a client service charter or statement? What are its organisational values?

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What are the entry-level jobs in this business?

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Do you need any certificates or licences to work there?

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Does the business offer apprenticeships or traineeships?

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Is the business likely to offer part-time, casual or full-time work?

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Review the information you have collected. Are you are still interested in working for this employer? If so, the next step is to find out if they have any job opportunities to suit you.

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