

Employer Profile

| EMPLOYER PROFILE | |
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| Employer Profile | <p>Employer Profile</p> <p>The potential employer is a major part of the success or failure of a portfolio. It only stands to reason that you should learn as much about an employer as you possibly can. While you wouldn't write this information down every time, this time "practice perfect" by writing down the information. Remember that the more you know, the better you can analyze the audience (employer) and better meet their needs.</p> <p>The purpose of this activity is to examine a possible employer carefully and thoroughly to educate yourself and to tailor your job materials effectively to that employer.</p> |
| Information | <p>Information</p> <p>Information can be accessed in a variety of ways. Websites, company employees, human resource departments, blogs, business magazines (to access questions like financial stability, benefits, how good to work for, etc.), and even Google (to see how other people talk about the company) are all fair game.</p> <p>For this activity, track and document your sources.</p> |
| Assessment Categories | <p>Assessment Categories</p> <ul style="list-style-type: none"> ● Company's name <ul style="list-style-type: none"> ○ Contact information ○ Location/regional satellites ● Company goals ● Company financial stability ● Mission statement ● Company strengths ● Company weaknesses ● Company's audience (whom are they targeting?) ● Company values (liberal, conservative, green, community service, etc.) ● Current projects ● Hiring practices (Do they hire from a central location [district office] and then assign, or do regional/satellite locations [individual schools] hire and then report back to the central office?) ● Job descriptions, possible jobs ● Specifics they're looking for: application details, format preferences ● Subsections of the company at which you might work ● Wages, benefits (where do they fit on 100 best employers list) ● What kind of company |

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Resources

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- Websites
- Employee names or contact information