

Researching Employers

(804) 289-8547 | careerservices.richmond.edu

Office Hours: M-F, 8:30 a.m. to 5 p.m. | Drop-in Hours: M-F, 2 to 4 p.m



Alumni & Career Services

Why should you research an employer?

Becoming knowledgeable about a potential employer not only helps you to explore and evaluate your interest in working for them, but also helps you write focused cover letters and prepare for job or informational interviews. The following tips and resources will assist you in deciding what to look for and how to find information about employers. The more you know, the more likely you are to be hired!

What to look for when researching an employer:

1. What is the organization's history? When was it founded and by whom?
2. What is/are the philosophy/values of the organization? What is the mission statement?
3. Who is the parent company or organization (if any)?
4. What are the industry trends and how might they affect this particular organization?
5. What are the organization's future plans for expansion, new product or service development, new locations, or the international market?
6. What is the organization's history in terms of reorganization, re-engineering, downsizing, etc.?
7. What is the organization's reputation in terms of employment practices, affirmative action, promotion from within, and professional development?
8. What are some position descriptions and titles within the organization?
9. Where are the main office/headquarters and division offices located?
10. What are the organization's gross annual sales (if applicable)?
11. What is the organization's market share (for-profit industry organizations)?
12. What are some of the organization's major products and services?
13. Who are its competitors? How does the organization fare in relation to its competitors?
14. Is the organization financially stable? Why or why not?
15. How do the organization's salaries and benefits packages compare with local area employers?
16. Who are the managers/leaders in the departments that interest you?
17. Is the organization involved in the community or in philanthropic endeavors?
18. Does the organization encourage work/life balance for its employees? How so?
19. Does all this appeal to you? What in particular do you like?
20. What things do you have more questions about? (Write these down!)

Where to look:

Career Services' Resource Library & Web Site

The resources in the Career Services' Library include many up-to-date books, magazines, and directories for identifying and researching various employers. Below is a partial list of our resources. Ask at the Career Services front desk for assistance (804-289-8547). You can also access many of these resources through our web site (<http://careerservices.richmond.edu>).

- [The Vault Career Insider](#) – On-line career library (accessed through SpiderConnect)
- [Hoovers](#) – Company research database (accessed through SpiderConnect)
- [LinkedIn](#) – company pages, alumni and employee profiles
- [SpiderConnect](#) – employer descriptions and contact information
- [Idealist.org](#) – global non-profit industry resource for research, job & internship postings
- [ConnectVA.org](#) – database of information about Richmond area non-profits
- [Boatwright Library's Business Research](#) resources – includes company & industry resources