

Researching the Role

The more you know about the role you are applying for, the better quality your answers will be. It is a good idea to find out as much as you can about the role itself, the organisation and the sector.

The Role

Do you have the job description/role profile/person specification? If not, ask if you can have one.

It would be useful to know where this role is in the structure of the organisation – which department, which team, who you would be managing, or who you would be reporting to and so on.

Sometimes the role profile will be divided into essential and desirable criteria. Ensure your application references how you meet all of the essential criteria and as many of the desirable criteria as you can.

If anyone in your network of contacts works at the organisation, they may be able to give you some insights into the role and/or the team or department you would be working in.

The Organisation

Have a good look around the organisation's website. Does it give access to annual reports? Business plans? Vision and mission?

Look up the organisation on search engines (Google, etc). Have they been in the news for any reason?

Ask your network if they have any experience of the organisation – maybe as customers, employees, partners or suppliers.

Does the organisation have a presence on social media? This can give an idea of current issues (e.g. awards won) and of customer feedback.

The Sector

The organisation will be in a sector, and there may be changes within the sector which will affect the organisation. This could relate to new legislation or directives, new inventions or discoveries, effects of the economy, trends in the market and many other factors.

Look in trade press and news media, do some internet research, ask people you know who work in the sector, and find out what is currently happening, or is likely to happen in the future, which might impact on the organisation you are applying to.