

Suiting up for the job



It is important to thoroughly research the companies you are interested in applying to.

By ELLEN WHYTE

YOU have great grades, and now it's time to take a dive into the working world. Before you start filling out those application forms, here are a few things to do.

Clean up online

Those pictures where you do that amazing thing with the lampshade and the tray of margaritas are not going to impress, unless your potential employer happens to be recruiting talented bar staff. Recruiters now routinely check Facebook, Twitter and blogs as part of the recruitment phase. So clean up your online act.

Check for opportunities

See what opportunities they have for you in two, five and 10 years' time. If the career you're interested in is not their core business, ask yourself if you really want to be with them.

Ask if you're a good match

You'll be spending a lot of time

working, so make sure this is a relationship you can invest in. Do some research into their corporate culture. If they are formal and hierarchical and you're not, can you invent a new you or should you look elsewhere?

Check their reputation

Some companies are very successful but treat their staff horribly. Google the company, department, and potential bosses to see what people are saying. Look at their social media pages too. If the news isn't good, ask yourself exactly what you are willing to put up with in return for your compensation package.

Prepare yourself

If you get an interview, discover what your job would require and how you and the department fit into the overall organisation. Find this out before you go, and make sure this homework comes through during the interview. Showing intelligent interest will give you an edge.