



Whether you're looking for your first job or wanting to move to another one it's always important to make sure you're selecting the right employer for you. If you conduct a job search for a particular industry you will have an abundance of different businesses popping up in your search menu but the key is to weed through and narrow down the search depending on what you're looking for. We believe that picking a job to apply for with an employer that holds the same core values, goals and ethics as you will help to make a positive impact on your overall job experience. A good employer will always provide a safe and healthy working environment that you can flourish within.

We wanted to highlight some of our top tips for when you are making that difficult decision so you can truly make sure you're picking the employer that will help you meet your desired goals.

**Let's take a look...**

#### **Tip 1: Do your own research**

Do your research and do it well! Grab your laptop and begin looking on google, indeed, glass door, forums, anything that you can find that may be able to shed some light on what others have said about the company. You may be able to find news articles, blogs, reviews and you can also look on their own website and navigate around the pages to find out what they are all about. By carrying out your own extensive research you may come across useful information that can help build a bigger picture as to what the company values are. It will also give you an opportunity to find out if there is any bad or negative publicity that has been posted recently or on the flip side if there is any really exciting news that has been shared.

If you don't do the research then you may miss opportunities for conversation starters in your interview or you may misunderstand what the employer is really all about. You can research as little or as much as you like but we always suggest performing some kind of background check to double check they are the right employer for you.

#### **Tip 2: Hop on their social media platforms**

The majority of businesses will have at least one or two social media platforms that they post on to gather engagement and awareness from their target audience. We would suggest checking these out to discover if the business is present across the popular platforms. Hop on LinkedIn, Facebook, Instagram, Twitter and even Tik Tok to see what you can find. We use four of the above social media platforms as we feel each platform can be used for different types of content to show exactly what our company is all about and gives us the ability to push out relevant information to our audience.

**Interested in seeing how Mark Holt & Co uses our social media platforms click the links below;**



Facebook - [@Mark Holt & Co](#)  
LinkedIn - [@Mark Holt & Co](#)  
Instagram - [@markholtandco](#)  
Twitter - [@MarkHolt\\_Co](#)

By viewing any recent posts on their social platforms it will help to give you more of an idea of the company's activities day to day and you'll also be able to see any published content, latest news, team days and achievements. You will be able to quickly understand if you like the overall feel of the company's ethos and culture from their social posts as this is the most authentic platform to post on.

### **Tip 3: Be sure to read the Job Descriptions carefully**

Before you take the plunge and start applying to jobs with your chosen employers it's always best to read over the job descriptions in great detail and make sure that you are happy with the requirements and responsibilities that you'll have to carry out in that job role. If you do come across any parts that you're having doubts about it's the perfect opportunity to be proactive and send an email to the employers HR or recruitment team to request further details. This can also be a great gauge of how the company culture is; if they respond in a friendly, helpful manner and quickly then more than likely they carry this personality through the company.

By carefully reading the job description you can conclude how as an individual you'll match the requirements or even exceed them. This will save you time having any surprises when you apply for the role as you will already know exactly what the role entails and what skills you can bring to the table. Next step... Send that application in.

### **Tip 4: Decide what's important to you**

Company perks and benefits differ and what one employer may offer you can be completely different to another. It's good to work out what is most important to you in a job or company. Is it a job that offers you a fantastic work-life balance, or one that offers room for development? You may want a job that offers lots of team collaboration or flexible working hours. Or you could be swayed by regular pay reviews or a great company culture. The bottom line is the more you understand what you're after from a job the easier it will be for you when checking out prospective employers.

So what characteristics can you look for? Here's a couple:

- 1. Flexible work schedule**
- 2. Encourages Personal Growth**



**3. Has Financial Benefits**

**4. A good work place culture**

As well as the above characteristics you can also find out if they are innovative in their methods or whether they promote empowerment within their team. A supportive, active listener and an employer that is fair and encourages integrity.

Use these characteristics to help find the right employer for you and make sure you do your research to minimise any surprises down the line.

Interested in what Mark Holt & Co has to offer, view our available vacancies below;

<https://www.markholt.co.uk/careers/available-positions/>

**Mark Holt & Co Group**

**November 2023**