



# Student Resource

Module 4: Employer Research

Delivered by



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### Introduction

It is very important that you think about all of the different types of jobs that are out there. This means that when you are deciding where to go for your work experience, you know what opportunities are available. This will help you be more prepared for your work experience.

By completing this module, you will:

- Think about why people go to work.
- Learn about the different sectors in your area.
- Gain experience in understanding job descriptions and the skills that they are asking for.
- Practise research skills, while finding out how to get your dream job.

### Activity 1

Every person that goes to work has their own reasons for going. For this activity, write down as many reasons as you can think of for why people go to work. You could ask family members, other adults or friends why they go to work. The reasons could be for money, because of how it makes them feel, or because they are passionate about their career.

**Why do we go to work?**

## Activity 2

Use the internet to research the different sectors you could gain work experience in and answer the questions on each page. You can write or draw your answers.

### Sector 1: Retail

What is in the retail sector?

What retail opportunities are in your local area?

Include the name of the business and what jobs they have to offer.

## Sector 2: Hospitality

What is in the hospitality sector?

What hospitality opportunities are in your local area?

Include the name of the business and what jobs they have to offer.

## Sector 3: Digital

What is in the digital sector?

What digital opportunities are in your local area?

Include the name of the business and what jobs they have to offer.

## Sector 4: Health and Life Sciences

What is in the health and life sciences sector?

What health and life science opportunities are in your local area?

Include the name of the business and what jobs they have to offer.

## Sector 5: Advanced Manufacturing

What is advanced manufacturing?

What advanced manufacturing opportunities are in your local area?

Include the name of the business and what jobs they have to offer.

## Sector 6: Energy

What is in the energy sector?

What energy opportunities are in your local area?

Include the name of the business and what jobs they have to offer.

### Activity 3

Let's look at some job adverts. As you are reading, highlight any skills you see.

You could look for:

- Hard working
- Enthusiastic
- Communication skills
- Flexible
- Committed
- Teamwork
- Willing to learn
- Able to use the computer
- Able to work under pressure



#### TOP TIP

These skills could be described with different words.

Look for different ways these skills are talked about.

You should look at 2 of these adverts. Choose the ones that are most suitable to you, your skills and your interests.

## Job Advert: Retail Assistant

**Hours of work:** 16 hours per week

### About the role

As a Retail Assistant you will be at the forefront of our stores driving customer service. It is your job to provide help and assistance to the customer to ensure they find everything they need whilst they are in our store.

### Here's what you can expect to be doing:

- Maximise sales by delivering excellent customer service.
- Controlling costs and waste.
- Till operation and cash handling.
- Controlling and replenishing stock levels.
- Maintaining security within the store according to Company procedures.
- Ensuring that all store standards including customer service, health and safety, and food and hygiene are maintained.
- General cleaning duties.
- To maintain and update administration in accordance with existing procedures.

### A few things about you:

- Excellent interpersonal and communication skills.
- Product knowledge is essential.
- Be helpful and friendly and feel comfortable working with the public.
- Be enthusiastic, committed and self-motivated.
- Adopt a 'can do' attitude to challenging situations.
- Have a flexible approach to working hours.
- To be able to work as part of a team but also on your own initiative.
- Previous experience in retail is preferred but not essential.
- GCSE Maths and English at grade C or level 4 (or equivalent).

## Job Advert: Automotive Apprentice

**Job type:** Full-time

### The Role

Our Apprenticeships are the most sought-after in the automotive sector. Ofsted rates them as 'outstanding' and it's no wonder – because here at our state-of-the-art centres, you'll learn new auto-care skills and the special brand of customer service that makes us everyday heroes in the communities we serve. You will learn full-time through a combination of real work and training, and you will come out with a guaranteed role with a great team.

### Skills and Experience

- Desire for a career within the automotive industry.
- Self-motivated.
- Team focused.
- Grade 4 (or grade C) in GCSE English Language and Maths (or equivalent).

### Key Accountabilities

Working alongside a qualified technician, you will learn tyre maintenance, wheel balancing, and the fundamentals of vehicle systems from steering and suspension to exhausts and air-conditioning. It's about understanding what makes us special and putting that into everything you do

## **Job Advert: Health Advisor – Call Taker (111/999)**

### **Contract type: Permanent - Full time & part time roles available**

Do you have excellent listening skills, enjoy solving problems and genuinely want to make a difference in the lives of others? If so, join our army of life-savers as a Health Advisor taking 999 and 111 calls.

The role of Health Advisor is diverse and challenging but very rewarding as you can directly help those most in need. You will work as part of a close-knit team of people who have a passion for helping those in crisis, where no two days are the same. You do not need any medical knowledge, and full training in managing calls and use of our systems will be provided.

This role could be the first step of a great career in healthcare and can give you the knowledge to go even further.

### **In this role you will:**

- Ask questions in a way which can help assess a caller's needs in a pressurised environment, where time is of the essence.
- Manage calls supported by a computerised medical assessment tool, to help give patients the most appropriate care response. This could range from an ambulance in life-threatening emergencies, through to a GP appointment, dentist appointment, or referring the patient to a range of community-based services, such as a walk-in-centre.

### **We would like you to:**

- Have 3 GCSE's (or equivalent), including English, at grade 4 (or grade C) or experience of call answering in an extremely busy or stressful environment.
- Be a good communicator with an excellent telephone manner.
- Be able to work calmly under pressure.
- Be able to handle potentially distressing calls.
- Be computer literate, including Microsoft programmes, such as Word, Excel, etc.

## Job Advert: Customer Advisor

**Job Type: Part-time, Fixed term contract**

### **The importance of your role.**

This is your chance to be part of something a bit different. You will be working closely with the most important part of our business – our customers. Giving them fantastic customer care and making them feel good, and we think that is a great opportunity.

You will really get to know our customers and what they're looking for; it is everything from helping them find the perfect product, working deliveries and stocking the shelves, to getting behind our in-store promotion.

### **What you will be doing day to day.**

Listen to our customers, it's the first step to providing a great experience and we love how passionate our customers are about our brand. Put our customers at ease.

### **How will you do it?**

Make our customers feel really good – it is more than just answering their questions, it is about giving our customers a really great experience. Even if it is just offering them a basket when you notice their hands are full. You will let them know you are here to help – it is the little things that make a real difference. Know your customers, find out more about them, what they like and what they do not – it can make such a difference to the way we do things.

### **What you will need to have.**

We are looking for really great people, with a friendly personality. It is all about working together as one great team – after all, it is our people that are at the heart of our business. You never know it could lead to another role with us. It would be great if you had experience of dealing with customers. But it is not just about experience, it is personality that really counts, we are interested in seeing a bit more, the real you – and that makes us all feel good.

Write down any of the skills that you saw in these adverts that you already have.

Write down any of the skills that were mentioned in more than one advert.

How were the skills that you were looking for described in the advert?

Write down the different ways the job adverts phrased the skills you were looking for.

Skill	Description
Hard working	
Enthusiastic	
Communication skills	
Flexible	
Committed	
Teamwork	
Willing to learn	
Able to use a computer	
Able to work under pressure	

## Activity 4

Now think about your dream job or a job that you would enjoy. Write it down in the box.

Go online and find a job advert for anywhere in the country for this job. Look at the important parts.

You could look on:

- [National Apprenticeship Service](#)
- [Indeed](#)
- [LinkedIn](#)

List 3 skills that the job advert says you should have:

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- 
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What would be your next steps for getting the job?

This might be an apprenticeship, further study, or training.

## Activity 5

Think about the things you have done in this module. Answer the questions below by circling the answer you think is most like how you feel.

1. Has this module helped you learn about yourself?

No

A bit

A lot

2. Has this module helped you learn about jobs?

No

A bit

A lot

3. Has this module helped you learn about teamwork?

No

A bit

A lot

4. Has this module helped you learn about being a good employee?

No

A bit

A lot

5. Has this module helped you learn about the ways you could get to your work experience?

No

A bit

A lot