



How to..... Communicate with Employers



Why do we need to communicate with employers?

When contacting an employer for Work Experience, an apprenticeship, part time work or even that first job after college it can be a nerve-wracking experience.

First impressions are very important and a simple spelling error could mean the difference of getting the job or not.

Choosing the right communication method

There are many ways we choose to communicate and this can vary especially between different people. How we communicate with our friends may differ from our family and it is important to choose the right way to engage with a potential employer.

Face to Face

For:

Employers often appreciate people who have the confidence to do this though and it gives you a chance to make an instant good impression.

Against:

Walking into a business, asking to see the manager or recruitment officer and asking for a job can be very scary! Also if the correct person is not there it could be a wasted journey.

Top tip:

Before walking into a business research more about the employer, particularly the dress code at the site. Then dress similarly to the staff and you will make a good first impression as someone who fits right in there. Take a copy of your CV with you too which can be left in case they cannot see you right then.

Telephone

For:

A 'phone call can often be a direct and instant method of communication. You can get an answer to your query almost straight away and not have to wait for an email to return. A conversation on the phone also shows that you are confident and allows both people to make a good impression to each other.

Against:

Using the telephone can feel intimidating and we might not always sound our best down the line. Also phone receptions can be patchy and it can be frustrating to drop a call halfway through.

Top Tip:

Write down everything you want to say during the call on a piece of paper and keep a pen handy so that you can take notes of the conversation.

Email

For:

An email can be a good way of ensuring you have written down everything you want to say before you hit send.

You can spend some time crafting a strong message with clear and concise aims selling your skills and ambitions.

Against:

Emails can feel impersonal and do not allow the reader to make a first impression of you.

Also emails can often be left unanswered in an inbox or not treated as a priority.

Top Tip:

Write out your email, save it and come back and read it through again later. Does it say everything you want it to and does it read well with good grammar and spelling.

Get somebody else to read it through before you press send as a simple spelling mistake could mean your email is deleted before being replied to.

Social Media

For:

Many employers use social media to promote their business and even attract talented employees.

Following a business on social media give you a chance to get to know them, what they do and the type of language they use to communicate.

Against:

For some employers social media is still a relatively new thing, they may not be expected to get requests for employment through their social media channels.

Top Tip:

If you are using social media to communicate with potential employers, make sure your profile contains only content that you would want a future boss to see.

Consider using more than one account – one for your friends and one for your professional life.