

Topic 3: Know Your Job Market

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The following activities aim to increase your knowledge of how to investigate the job market

What do employers want?

Gaining your first job after graduation is not just about the qualifications you have or how good your degree is. It's also about the knowledge, skills and other key attributes you've developed throughout your time at university. Find out what employers want and consider what you have learnt and how this links to what the employer needs.



The [QILT Employer Satisfaction Survey](#) provides an employers' perspective on graduate recruitment, including information on the attributes recruiters consider desirable for applicants within given industries.

Understanding the job market

Know where the jobs are, what job opportunities are on the increase, and what skills are needed for them. Prepare for the future by identifying the skills that may be required.

Job Outlook is an initiative of the Australian Government [Department of Employment](#). Job Outlook provides information about Australian careers, labour market trends and employment projections.



Review occupations in the 'Explore Careers' section of [JobOutlook](#). Identify 3 occupations of interest and complete the [Occupational investigation document](#).



[Australian Jobs](#) is an easy to follow guide to the Australian labour market. It includes information about industries and occupations as well as states, territories and regions. The publication highlights trends in the Australian labour market and provides guidance about job search and the skills employers value.

Explore opportunities

Online job sites contain occupational information that you can utilise to find out about key industry requirements needed for employment positions.



Explore [Seek.com](#) to search for positions and [complete the seek activity](#) to gain a greater insight into what employers want and how you can meet those needs through developing your skills, knowledge and experience.

Conduct informational interviews

Often, the best information about a career field comes from people who are working in the field. An informational interview is an informal conversation with someone working in an area that interests you who will give you information and advice.



The [information interview](#) by How to adult.



The [ultimate guide](#) to an informational interview by livecareer.com



[The informational interview](#): what it is and why you should do it by Seek.com

Automation, globalisation and flexibility



By 2030, automation, globalisation and flexibility will change what we do in every job. To prepare for this future we must urgently shift our understanding of what it will mean to be smart in the New Work Order. Analysing 20 billion hours of work completed by 12 million Australians each year, [The New Work Smarts Report](#) reveals the most important skills we will need to be work smart in the future.

Reflect



Now it's time to reflect on the completed activities and consider the following.

- What have you learned about the job market?
- What do employers want and how can you meet those needs?
- What skills, knowledge and experience do you need to gain to meet industry needs?

From the evidence that you have gathered add to your own [Career Portfolio](#). Check out the Learning Portfolio via the easy logins on your student portal.

Well done you've completed Topic 3, Know Your Job Market

Now that you have completed the activities in Topic 3 head to Topic 4 to develop your career self-marketing skills to confidently articulate the value you can bring to employers and industry.

If you require additional support in developing your knowledge of the job market book a [career advice appointment](#) with an ECU Career Adviser.