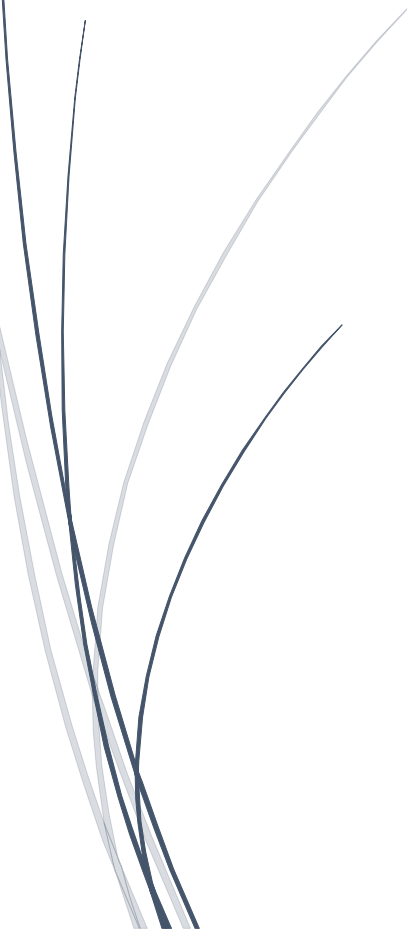




# JobTeaser

Creating a Company Profile



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## Why create a company profile?

- Creating a company profile for your organization gives a chance to introduce your organization in more detail. You can easily edit the information later on.
- Your company profile is visible to students at all times even though you may not have any vacancies available.
- With your profile you can easily inform students about events you organize such as webinars or your own recruitment events.
- With your company profile you can easily edit the job ads you have created. If an available job is filled before the recruitment period ends, you can remove the job. (The job ad will automatically be removed once the recruitment period is over.)
- Any information you share will be saved in your company profile. If needed, you can easily modify an old job ad and have it open for a new recruitment process.

Please note that if you decide to create a company profile you should take care to fill in all the required information. This is very important because a well-made profile will have students get acquainted with your organization and as a result apply for available positions.

# How can a good company profile be created?

You should take some time to create a company profile because filling in all required fields can be time consuming. In this guide, we have compiled tips for creating a company profile that students will find interesting. Please note that creating a company profile is possible either in Finnish or English.

[The company profile of Laurea University of Applied Sciences](#) is used as the model in this guide.

## 1. Key information about your company

3. Key information about your company

Year Founded

CEO Name

Headcount

Turnover

Location of headquarters

6. My company

\* Organisation Name

\* Industry  
None selected ▾

\* Brief company overview  
  
Maximum 70 characters.

National ID

\* Business type  
 ▾

\* Logo  
Select a file to upload   
Squared .png / .jpg, at least 100px wide

Here you give the creation year, CEO name (it is possible to add a photo of the CEO), number of employees, turnover and the location of the headquarters. You should also give the company name, field of operations, a short company description (max. 70 characters), company type and company logo. **This is what it looks like for the students:**

The screenshot shows the profile page for Laurea University of Applied Sciences. Annotations with arrows point to the following elements:

- Company name:** Points to the text "Laurea University of Applied Sciences" in the header.
- Field of operations:** Points to the text "Government/ Charity/ Public Institution/ Other" below the company name.
- Short company description:** Points to the text "Welcome to Laurea University of Applied Sciences" and "Laurea UAS operates in Uusimaa region at six different campuses" in the main content area.

Other visible information includes the LAUREA logo, navigation tabs for "ABOUT US" and "JOBS", 23 Followers, a "+ FOLLOW" button, and statistics: 1991 (Creation year), 550 (Number of employees), and 52 M € (Turnover). A "Key people" section lists Jouni Koski as CEO, and a "Head office" section is also present.

## 2. Useful links name

When you add your organization's website and main social media channels here, students will be able to follow your organization.

4. Useful links

Website

Facebook page URL

Twitter Account URL

The social media links are accessible **next to the name and field of the organization**.

This close-up screenshot shows the header area of the organization's profile. A blue arrow points to the social media icons (LinkedIn, Facebook, YouTube) located to the right of the organization's name and field of operations.





**In the section of “required profiles and skills for candidates at your company” we recommend that you add:**

- If you are looking for students in a specific field, you should mention it here.
- Any general requirements you set for the applicants, such as any specific company values that need to be met.
- If the organization has different kinds of positions available it may be difficult to specify any specific criteria. Then you can mention that the criteria are job-specific.

Required profiles and skills for candidates at your company (please no specific job information here)



## The student view:

### Desired profiles

#### Career at Laurea

At Laurea, we have teaching staff working as senior lecturers and principal lecturers, and administrative and support services staff working in various specialist positions, for example, research and innovation, human resources, marketing and student services. In addition, Laurea offers its students tens of internship positions each year.

In addition to our permanent employees, we offer our students dozens of internships in our various functions each year. Our student trainees enrich our work environment and community and bring new skills and perspectives to the daily life of our organization.

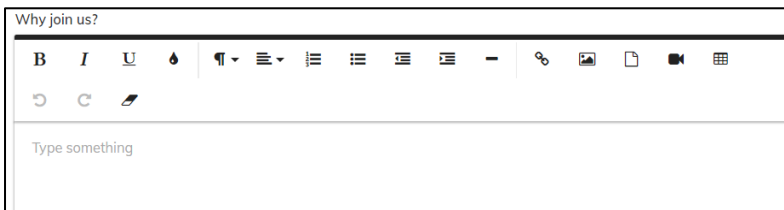
At Laurea, it is of extreme importance that each staff member can influence the contents of his or her work and develop them and his or her personal competences. In addition to collaborative development, staff members are encouraged to develop their competences proactively in order to reach their professional goals.

You can find our open positions and leave an open application here:  
<https://www.laurea.fi/en/laurea/our-staff/>

**In the section of “Why join us?” we advise you to:**

- mention the organization’s values and culture
- give recommendations for why it is worthwhile to work in your company (You can use the comments of your personnel here.)
- list any perks.

Why join us?





## This is what it looks like for the students:

### Our values, our culture

#### Our culture and our values

*"At Laurea, we listen to each other. We can respect each person as unique and value different competences. We want to be proud of our work and results."*

– Tiina Päivärinne, HR Director

Laurea's activities are based on a sense of community, social responsibility and creativity. Our community comprises approximately 550 staff members, 7,800 students and over 28,200 Laurea alumni.

At Laurea, we value different competences, and members of the higher education community can be proud of their work and accomplishments. Our work is guided by our Ethical Guidelines that give us instructions on how to operate in our community daily in a professional and respectful manner.

#### Laurea as an employer

We are an internationally networked university of applied sciences. Our students are at the centre of creation of new skills and service innovations. Laurea combines learning with research and development to promote the region's service business, the production of service innovations and entrepreneurship. Laurea has a diverse partnership structure and clear areas of expertise that support operations.

Laurea is a limited company with a turnover of approximately € 52 million and currently employs approximately 550 people. There are almost 8,000 students in Laurea.

As an employer, we are open to changes in working life and adapt to them accordingly. Working at Laurea is therefore flexible due to, for example, flexible working hours and the possibility to work remotely.