

INTERVIEW TECHNIQUES



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RESEARCH

Research before an interview is important. Be sure to research the company website, senior figures in the company on LinkedIn, as well as any company news you find interesting to reference during the interview. Take a look at their competitors and how they differ; what they are doing well and what they could improve on. It's a good idea to read company reviews from past and present employees to get a better feel about the company culture.

Areas to research:

- The skills and experience the company values.
- Clients, products and services
- The person interviewing you
- Key stats on the business



JOB DESCRIPTION

Before your interview, read the Job description and list all of your related experience and make sure you have examples ready for when you are asked to expand on your experience.

Practice: Practice answering questions and selling your skills and qualities against the job description. You can do this with a friend to get feedback on your answers and potentially how you could improve.

Questions: Prepare great questions to pose to the interviewer. Find out more on the responsibilities of the role, the challenges and whether there is room for growth and further opportunity.



DRESS CODE

Make sure you are aware of the dress code before the interview. It may depend on what role you are applying for and the company's preferences. Get your suitable attire ready and be ready to set a good first impression.

Punctuality: Make sure you plan in advance and arrive at the interview slightly early. Plan in advance and avoid arriving late.

Bring to the Interview: As the market is competitive, you may have to undertake a short presentation. If you work in digital, review their benefits and opportunities.

This will make you stand out and show initiative. If you are a designer send a portfolio via email or on a portable drive along with your laptop or in print format.



VALIDATE FIRST IMPRESSIONS

First impressions are important, so make them count. Make sure you greet with a warm smile and a positive feel. Make eye contact when speaking and sit with a good posture and avoid slouching. Speak with purpose and confidence, whilst maintaining composure.

Make sure you send the interviewer a thank you over LinkedIn and add 'if they have any other questions to get in touch and it was a pleasure meeting today'.

Avoid speaking negatively about past employment or work colleagues. Companies are looking for people who are forward thinking and problem solvers, make sure you focus on the positives and what you are looking for in your future role.



ANTICIPATION

Anticipate the reasons why the person may not want to hire you. This will help you prepare your answers to these questions so that you are not on the back foot.

Selling Points: List your achievements and your qualities which makes you an asset; so that you are prepared and follow up with examples to support your point.

If you are asked questions which are inappropriate; such as questions to do with family, sexual orientation, religion or gender, you can try to answer "the question behind the question"

Example: "I don't know whether I'll decide to have children in the near future, but if you're wondering if I'll be leaving my job for an extended period of time, I can say that I'm very committed to my career and frankly, I can't imagine giving it up."



CLOSING THE INTERVIEW

It's a good idea to close the interview by showing your appreciation and interest for the position.

Once the interview is complete, close the interview by doing the following:

- Ask additional questions
- Discuss any issues you may have
- Highlight your key skills
- Remind them you're passionate about the role
- Find out about training opportunities in the job
- Enquire about the next steps
- Ask if they need any more information
- Send an email to thank them for their time

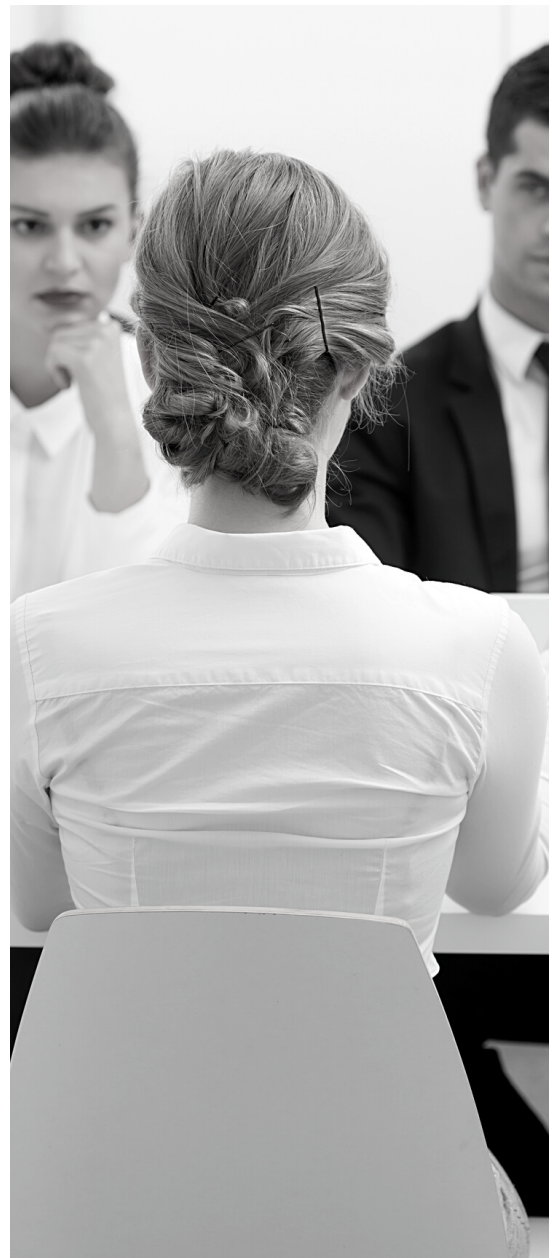


QUESTIONS TO ASK

Always generate some questions to ask at the end of the interview. This will help you find out more about the position and whether it meets your expectations.

Questions you could ask:

- What are the next steps in the interview process?
- How would you describe a typical day and week in this position?
- What's the best thing about working at your company?
- Describe the company culture.
- How is progression monitored within the company & how have they progressed within the company?
- What do you look for in each candidate?
- Why is this company the best place for me to continue/start my career?



EMAIL OF THANKS

As mentioned previously, it's nice to reach out to your interviewer after your meeting to thank them for their time.

Here is a template which can be used when drafting your email:

Hello (**Interviewer name**),

Thank you for taking the time to interview me this morning. I enjoyed our conversation about the marketing manager position and appreciated learning more about how the role works. The way the marketing and advertising teams work together sounds ideal for reaching goals and optimising performance.

*The (**position name**) position sounds like a rewarding role, especially given the opportunities for leadership and advancement. I believe my skill-set and and educational background would make me an excellent candidate for this position.*

I look forward to discussing this opportunity with you more. Please don't hesitate to contact me to arrange a follow-up interview.

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Yours sincerely
(**Your Name**)

