



How to prepare for a successful interview

The interview date is set. All you need to do is turn up and give it your best shot. Wrong. Preparation is paramount to success. Here are our top tips on how to interview.

Homework

Search the web for information about the individual(s) you are meeting, the company itself along with their competitors.

Few candidates go to this trouble and it separates the ambitious from the apathetic. If you have been given a job description, review it thoroughly and prepare examples of activities you have done in the past that meet the requirements. Gather examples of your work (a portfolio) that reflect your key strengths.

Role reversal

Mentally put yourself in the shoes of your interviewer. The objective of the interview is to provide them with compelling reasons for giving you the job. They will be looking for answers – not only on your technical skills and abilities but also your attitude and cultural fit with the team and organisation as a whole.



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Help them help you

Unfortunately many marketers are not trained interviewers. Help them to extract the relevant information from you during the interview. They will need to get enough information about your skills and past experience to be able to predict your future performance in relation to the role.

Positive mental attitude

There is no proxy for a positive nature. Take time to mentally prepare yourself, even if that means arriving an hour early for the interview and sitting outside taking some deep breaths. Visualisation is a healthy tool – create a picture where you see yourself poised and presenting with confidence. Work on not bringing the emotional aspects of why you are looking to leave your current job into the interview.

