

Interview Preparation

Employers are continually amazed at how many candidates arrive at job interviews without any apparent preparation and with only the vaguest idea of what they are going to say. Some create an impression of total indifference while others work themselves into a state of clear panic. A bit of basic preparation can make a world of difference.

Do your research. Make sure you know as much about the job, the company, the industry and the people you will be meeting as possible. Your interviewer won't expect you to know everything, but if you can demonstrate that you have done some research into the sector or company then they will be impressed. It will help to show them why you want the job, and a bit of enthusiasm can tip the balance in your favour.

Find out who will be interviewing you. You may be able to find common ground by looking at their LinkedIn profile or team page on the company website. Google them too - show you're capable of thorough research. Also, remember to double check with your consultant for their personal knowledge of the interviewer.

Talk to your consultant. It is their job to provide you with all the information they can on the format, interviewers, company, job, etc, etc - if you feel unsure or want to clarify something, that's exactly what they're there for.

Be thorough. If you have a job specification, ensure that you make notes matching your experience very clearly against each requirement. Don't be afraid to take these notes with you as well as some well thought out questions; it shows you have done your research and are motivated.

Be on time. If you're travelling to a face-to-face interview, make sure you know how you're getting there and have contingency plans in case of delays. If you're attending an online interview, make sure the technology works on your end, and if you encounter issues let your consultant know ASAP - not 5 minutes before the interview starts! Test your camera and microphone and ensure you have a quiet environment.

Know your CV. This is the document that's got you this far; make sure you know it inside out and be prepared to expand on anything you've written. Make sure you know precisely what makes you qualified for the role, and really emphasize these key points. In addition, you may also have had to write a cover letter or complete an exercise prior to being invited for an interview – remember to go back over these documents in case the interviewer brings them up.

Dress appropriately. Not all interviews have a suit and tie dress code nowadays, but it is still important to check with your consultant what the company expects and if in any doubt dress up rather than down.

Have something to eat. While you may be too nervous to have anything substantial, knowing your stomach isn't so empty it is going to rumble may help calm your nerves.

Practice your responses. You might feel silly but practising what you're going to say in front of a mirror or with a friend is genuinely quite helpful, particularly if you haven't had a formal interview for a while. You can find a list of potential questions you may be asked at <https://www.media-contacts.co.uk/candidates>.

Our consultants will guide you every step of the way to help you find your perfect job, arranging your interviews and making sure you are well prepared. To that end, we hope you will find the tips above helpful, but if you have any further questions don't hesitate to ask your consultant!