

Interview preparation

This guide gives you useful information to help you prepare for a job interview. It can be a bit daunting, but with the right approach, you can go into an interview feeling confident and ready. Here are some key tips to help you prepare:

Research the company	Look at the company website, search for their mission and values ensure these align with your own personal values. Read recent news articles that have been posted about the company to show you are aware of what is happening if asked. Review social media profiles to get a sense of their culture, does this reflect what is important to you.
Know their products and services	Take time to familiarise yourself with the product and/or service offered by the company. Review how they position themselves in their target market. Be able to answer questions that ask how you see your role contributing to successful delivery of their products/services.
Review the job description	Match your skills to those in the job description. Identify the key skills and experiences the company is looking for and think about your own career history and identify specific examples of when you have demonstrated these key skills and experiences. Prepare answers which showcase these examples.
Demonstrating professional excellence	Review the qualifications required in the role, match these to your own. If you do not have the exact qualifications, consider relevant training, development, CPD you have completed during your career which has helped to build out similar knowledge and skills.
Common interview questions	<p>Prepare and practice your answers to common interview questions, these could include:</p> <p><i>Tell me about yourself</i> (prepare a concise and engaging summary of your background and why you are interested in this role)</p> <p><i>Tell me about your career</i> date (prepare a chronology of your career history starting with most historic moving forward to the present. Highlight specific roles which compliment why this role is interesting for you)</p> <p><i>How would others describe you?</i> (prepare an engaging summary of up to three personal strengths that align to this role and what feedback you have received on these strengths)</p>

Scenario based questions	Prepare answers which align to the key skills/requirements presented in the job description. Use the S.T.A.R. model (situation, task, action, result) to structure your answers about past experiences.
Prepare your own questions	Show that you are interested in the role, the company. Prepare thoughtful questions about the role, team and company to ask your interviewers. This shows that you are genuinely interested in them and have done your homework.
Plan your outfit	Dress appropriately, choose professional attire that fits the company's culture. When in doubt, be slightly overdressed!
Practice positive body language	Be mindful of your non-verbal cues. Maintain good eye contact, good posture, offer a firm handshake if attending the meeting in person. These small details can make a big difference.
Follow up	Send a thank you note after the interview. Make it brief to express your appreciation for the opportunity to share more about yourself, reiterate your interest in the position.

Suggested resources

Here are some helpful resources you can use when thinking about personal branding.

<https://www.indeed.com/career-advice/interviewing/how-to-prepare-for-an-interview>

<https://hbr.org/2021/11/10-common-job-interview-questions-and-how-to-answer-them>

<https://resources.biginterview.com/interviews-101/how-to-prepare-for-an-interview/>

<https://nationalcareers.service.gov.uk/careers-advice/interview-advice>

<https://resources.workable.com/tutorial/how-to-ace-interview>