



What is the purpose of a job interview?

In any job interview, the employer is looking to find out three key pieces of information:

Can you do the job? / Do you want the job? / Will you fit in?

Keep this in the back of your mind when answering questions



Interviews may be:

Face-to-face: in front of one interviewer or a panel

Virtual: via telephone, video or Skype



Interview questions may be:

Ice-breakers (the weather, your journey – designed to ease you into the process)

Career history (be ready to discuss the content of your CV, but frame your responses in the context of the vacancy)

Competency based (will test your experience, requires preparation)



When answering questions, use **STAR** to help you format your responses: **S**ituation, **T**ask, **A**ction and **R**esult: the situation or task that you were in, the actions you took and the eventual outcome.

The three things you need to do before any interview are:

Prepare, Prepare, Prepare



Preparation on yourself: Carry out a **SWOT** analysis in advance: Think about **S**trengths and **W**eaknesses, **O**pportunities and **T**hreats in the context of the jobs you are applying for.



Preparation on the company: use LinkedIn and the company website. Tap into your connections



Remember! First impressions count. Watch your body language, remember your manners and think about your tone of voice. Always send a follow-up email and show genuine interest in the role.