



MET Marketing – Interview preparation

There are different types of interviews and each one can be different. The key to success to any interview is making sure you are well prepared and have read through the job description and researched the company.

First stage interviews often tend to be more about getting to know you and understanding about your skills and experience. This style of interview is an opportunity for both parties to see whether there is an initial match in terms of experience and culture fit.

An interview is your chance to understand whether the role and company is the right fit for you. It is good practice to always have a few questions ready to ask at the end.

Questions to think about ahead of an interview include:

- Tell me about yourself
- What do you know about the company?
- Why are you interested in the role?
- Why are you looking to leave your current role?
- Why do you feel you are a good match for the position?
- What are you looking for in your next role?
- What are your long-term career aspirations?

A second stage interview may be an opportunity to explore in more detail your suitability and match for the role. It could involve a presentation, task, and/or competency-based questions.

Competency based interview questions assess whether you have the right balance between interpersonal skills, experience, and attitude.

We have pulled together a guide on the next page to help you prepare for competency-based interview questions using the STAR format. This style of answering can be great whether in a competency interview or not.

The team at MET Marketing are here to support you and answer any questions you have throughout the interview process. Make sure you have booked a pre-interview call with your consultant. Post interview, make sure to call as soon as you can to discuss your feedback.

Good luck!



Using STAR Technique to prepare for an interview

Common competencies that are assessed in a marketing role:

Teamwork	Problem Solving
Decision making	Leadership (for management level roles)
Communicating	Planning and organising
Influencing	Creativity

Sample questions:

- **Teamwork** – “Tell me about a time when you have led or worked in a team”
- **Problem solving** – “Describe a situation where you solved a problem”
- **Decision making** – “Give an example where you made a difficult decision”
- **Leadership** – “Describe a situation where you showed leadership”
- **Communicating** – “Tell me about a time your communication skills improved a situation”
- **Planning and organising** – “How do you plan to make sure you complete a number of tasks effectively”
- **Influencing** – “Tell me about a time when you have had to influence a senior stakeholder”
- **Creativity** – “Tell us about a time that called for your creative and original input”

Using STAR Format: The STAR technique is a useful tool to give structure when answering competency-based interview questions or when you are asked to give a specific example of your experience.

STAR stands for situation, task, action and result so when ask to give any specific examples think about the following:

- What was the **SITUATION** or **TASK** that you had to manage?
- What were the specific **ACTIONS** that you took?
- What **RESULTS** did you achieve?

Advice to candidates:

- Use specific not general examples and be concise
- Use “I” not “we” when answering questions, they are not hiring your whole team!
- The best way to prepare is to go through the job description and think of specific examples related to the core requirements