

Canidate Resources

Interview Preparation

Interview preparation and technique is essential for every candidate, in all sectors, at any level.

Failure to prepare is preparing to fail and at RedCat Digital we want all our candidates to succeed in getting their dream job.

Spending the time to read through the guide and take on the suggestions will result in you feeling confident and really strengthen your application, increasing your likelihood of success.

Do your research

The company

It is essential that you spend time researching the company.

Firstly, it'll give you more confidence going into the interview if you are knowledgeable about the company and its operations.

Secondly, you'll stand out if you can have a conversation about what the company is doing and how this appeals to you.

Don't just look at the company website. Do a Google search to find news articles and look on LinkedIn, Twitter and Facebook to see their latest updates. You might find something really interesting and you could be asked about it during your interview.

The interviewer

Once you have the name of the person interviewing you, get on LinkedIn and have a look at their work history, hobbies and portfolio. It's another great talking point.

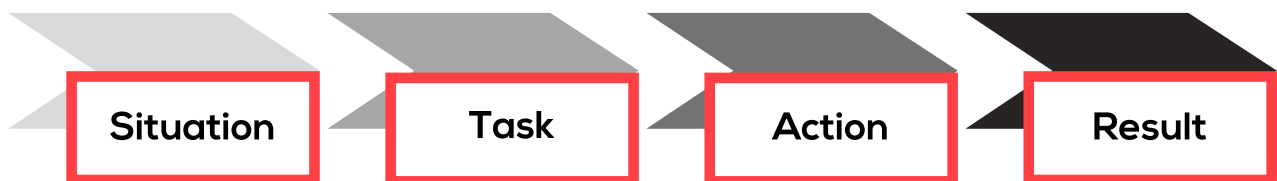
Look at what they've been doing recently (Social Media is great for that) as well. You might have interests in common and if you do, definitely bring it up as it'll create familiarity and memorability.

Pre-Interview

Answer prep

When it comes to answering competency based questions use the STAR technique: Link these keywords together to form you answer.

"The situation was this and the task was that. The action I took was this and that was the result."



Question prep

We have document with a list of questions you should prepare for going into the interview.

The interview should always be viewed as a two-way conversation. It is just as much about you interviewing them as it is about them interviewing you.

Writing a few key questions is okay but don't write an entire list of questions about the team & culture in your notepad. Stick to only noting answers to questions about salary and benefits. This will also help you to compare companies if you are interviewing at multiple places. You'll have time to make notes about the culture and fit after the interview.

The Interview

Etiquette

Impressions start from the moment you arrive.

Treat the whole thing as an interview and maintain standards throughout. Smile and be friendly to everyone you meet. Always say hello to the receptionist.

Make sure you arrive 5-10 minutes before your interview. Too early raises questions about your time keeping and NEVER be late.

If worse comes to worst, contact your interviewer as soon as you know you will be delayed and give a projection on how late you will be. Time is valuable and no one likes to be kept waiting so always apologise before and after you give your reason.

Always stand up when your interviewer enters the room, and with a big smile give them a firm handshake and greet them using the name they introduce themselves to you with. Even if their name on their online profile might be Elizabeth, if they introduce themselves to you as Liz then that's the name you should use to address them.

As a rule of thumb, if offered a drink just accept a glass of water. Never drink alcohol or coffee at any form of face-to-face. Silence or turn off your phone and don't chew gum!

The Interview

During

Watch your body language! Keep your arms in front of you or in your lap and never cross your arms over your chest.

Smiling, nodding and keeping eye contact is essential; it shows you're listening and builds rapport. When it's your turn to talk keep the smile and eye-contact going. Gesticulation is good too, being animated demonstrates enthusiasm. Avoid fidgeting.

Always answer questions positively. You might be grilled by the interviewer, so be firm and persuasive but never be rude or lose your temper. It's essential you maintain your integrity and avoid being defensive. These traits can be very telling and are a big turn off! When you answer competency based questions make sure to use the STAR technique and use positive language,

speaking as if you already got the job. E.g "when I start I will...", "When I begin working with you..."

This might seem silly, but familiarise yourself with your CV. If it's been a while since you worked on a project or at a company then refresh yourself. It's so important that you can speak confidently about your role and, most importantly, your achievements.

If asked to, make suggestions for improvement or strategy but don't dictate. Take notes during the interview. You might want to go back to a talking point or jot something you remembered you wanted to discuss down. Never speak negatively about a past employer or employee.

The Interview

The Ending

The last part of the interview will be to ask those questions you've prepared.

Start with more light-hearted questions before launching into the serious stuff about salary and benefits. Make sure to ask at least 5 questions. Be sure to avoid focussing on money. Yes, it's important but what's more important is your genuine interest in the company, role and culture fit.

You'll need a good understanding of the job role, company and benefits before you can discuss salary. You might not feel comfortable negotiating but give a lowest to highest value (bearing in mind what the company is offering) and then talk to your recruitment consultant. They can negotiate for you.

At the end of the interview, thank you interviewer for their time and give them a firm handshake. Reiterate your interest in the role and ask them when you should expect to hear from them again. Obviously wish them a good day.

Say goodbye to the receptionist on the way out if they greeted you. Manners go a long way.

Post Interview

Follow up

Contact your recruiter as soon as you leave the interview and give them a full debrief whilst everything is fresh in your mind!

This enables the recruiter to give immediate feedback to the client, evidencing how keen you are to proceed in the role.

Final Thoughts

Attire

Have your attire prepared in advance. It's not worth the stress if you find your shirt creased and shoes scuffed. Give your outfit the once over; iron those creases and shine those shoes. Some interviews are more casual than others but it's essential that you still look smart. If you're not sure, check before.

First impressions are everything!

Copy of CV

You will need a copy of your CV and portfolio (if you have one) and keep it safe in a plain, black folder. Also, bring a smart note pad and pen. It looks professional and builds your image.

One more check

Go through the checklist below to make sure you've not missed anything. Everything for an interview can be prepared in advance and save you a LOT of hassle on the day. Being prepared will give you confidence going into the interview.

Your Checklist

- Have you researched the company in full?
- Have you followed the company on social media?
- Have you viewed the profile of your interviewer, relevant colleagues and management?
- Do you have your route to the interview pre-planned?
- Have you allowed an extra 20 minutes for potential delays?
- Are there any issues with traffic or transport?
- Do you have the full name of who you are meeting?
- Have you got a copy of your CV and/or portfolio?
- Have you got a smart pen, notepad and folder for the interview?
- Have you prepared your attire?