Mini-Series: Own Your Selection Process

Episode 4:

HANDLING INTERVIEW QUESTIONS – Tips & Tools





In this episode we will be focusing on...

01

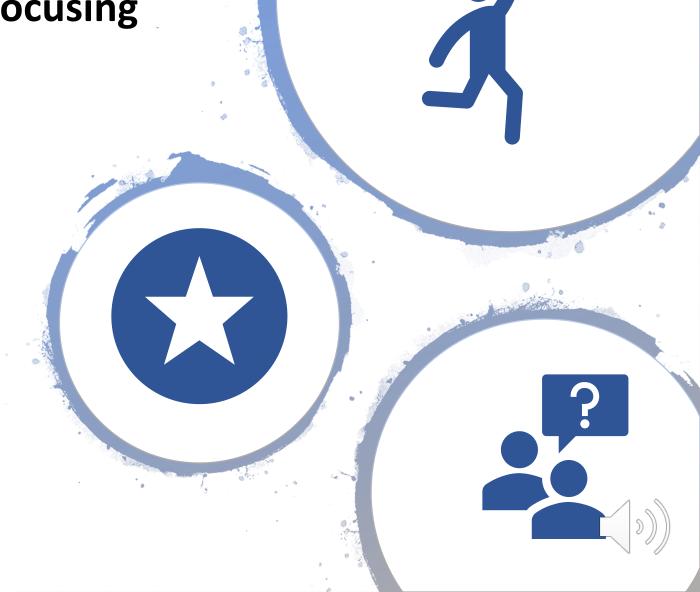
How to handle interview questions?

02

Questions to expect based on the Job Description

03

The STAR
Technique Overview &
Example







How to handle interview questions?

• It's impossible to know the exact questions you will be asked, but there are some common questions that you should be prepared for...

YOU JOB EMPLOYER SECTOR or INDUSTRY





Questions to expect based on the Job-Description...

Assistant Brand Manager, Graduate Role:

Trained in Marketing Research, an understanding of Brand Optimization, Able to present and execute creative ideas and marketing activities, Thorough understanding of marketing campaigns (from promotion to launch), Stakeholder management, Understanding of budgeting and proficient in analyzing google analytics.

- Can you give me an example of a **brand promotion and activation campaign** that has stood out to you, and why?
- If we asked you to prepare benchmark analysis, how would you start your **research**?
- Can you give me an example of a time when you had to deliver a project that required dealing with many **different stakeholders**?
- For digital marketing: What metrics would you monitor, and why? What reports would you create to keep track of them?





Questions to expect based on the Job-Description.

Assistant Brand Manager, Graduate Role:

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THE STAR TECHNIQUE

SITUATION

TASK

ACTION

RESULT

Provide Context.

What was going on?

Who was involved?

What was at stake?

What needed to be achieved or accomplished?

What were the expected outcomes?

What did YOU do?

What action did YOU take?

How did YOU do what YOU did?

What was the outcome?

Positive - Share it.

Negative – Still share, what did you learn from it? Or, how you would handle the situation differently next time?





Describe a time when you had to make a difficult decision that impacted other people?

SITUATION

Last year, I was the Chairperson of the InvestSoc Committee and we had a networking event with various directors from XY Bank.

It was a prestigious event and attendees had to go through an application process to attend.

We had invested lots of funds and time into the event and so it was really stressful when the main speaker of the event cancelled the day before the event.

TASK

I needed to make a decision regarding what to do.

All of the marketing material had this individuals name on it & many attendees were coming just to listen to her.

I therefore had to make a very quick, but tough decision that impacted all of the attendees, as well as the society and corporate partners.

Do we go ahead or cancel the event?

ACTION

I called an urgent committee meeting as soon as I found out.

I lead a brainstorming session to quickly identify what the best solution was to mitigate the risks associated with this cancelation.

We decided it was best not to cancel and to instead ask one of our other high-level corporate attendees to fill in.

I got onto the phone immediately and tried to find an appropriate replacement speaker.

RESULT

We managed to secure another female speaker to speak with really great credentials.

As soon as her attendance was confirmed, I got marketing to send out comms to all attendees regarding the change.

The event was a huge success and we had full attendance.





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