

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.

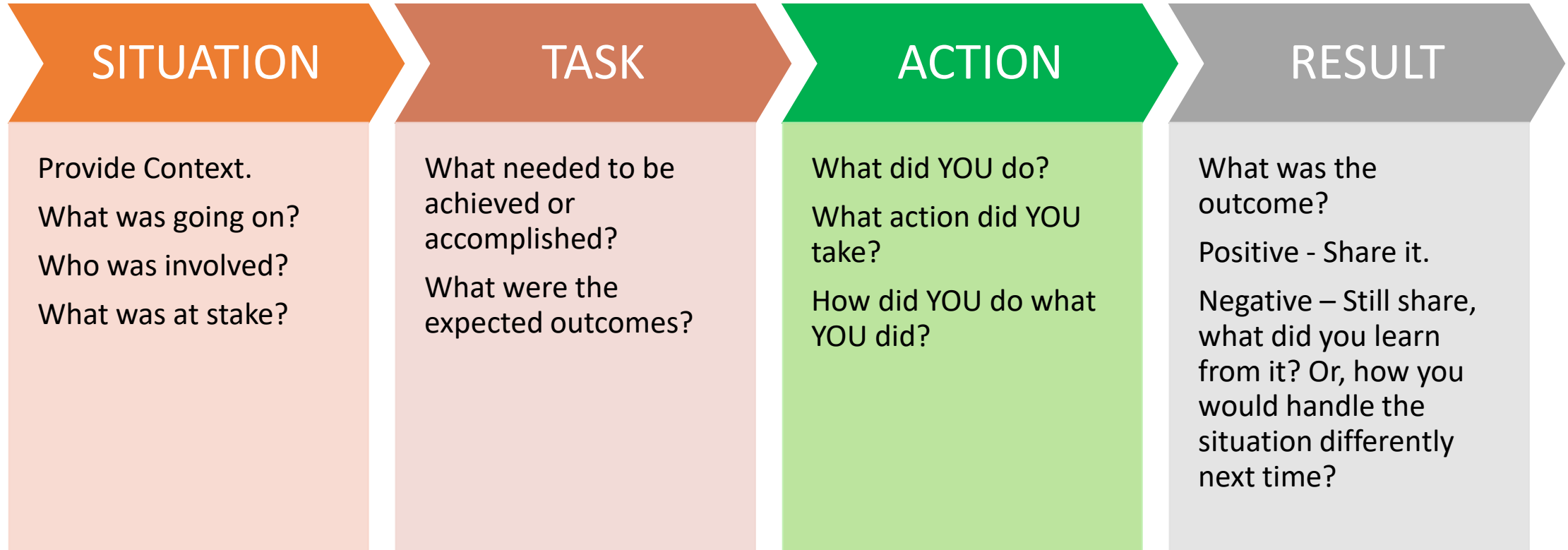
- Assistant Brand Manager, Graduate Role:

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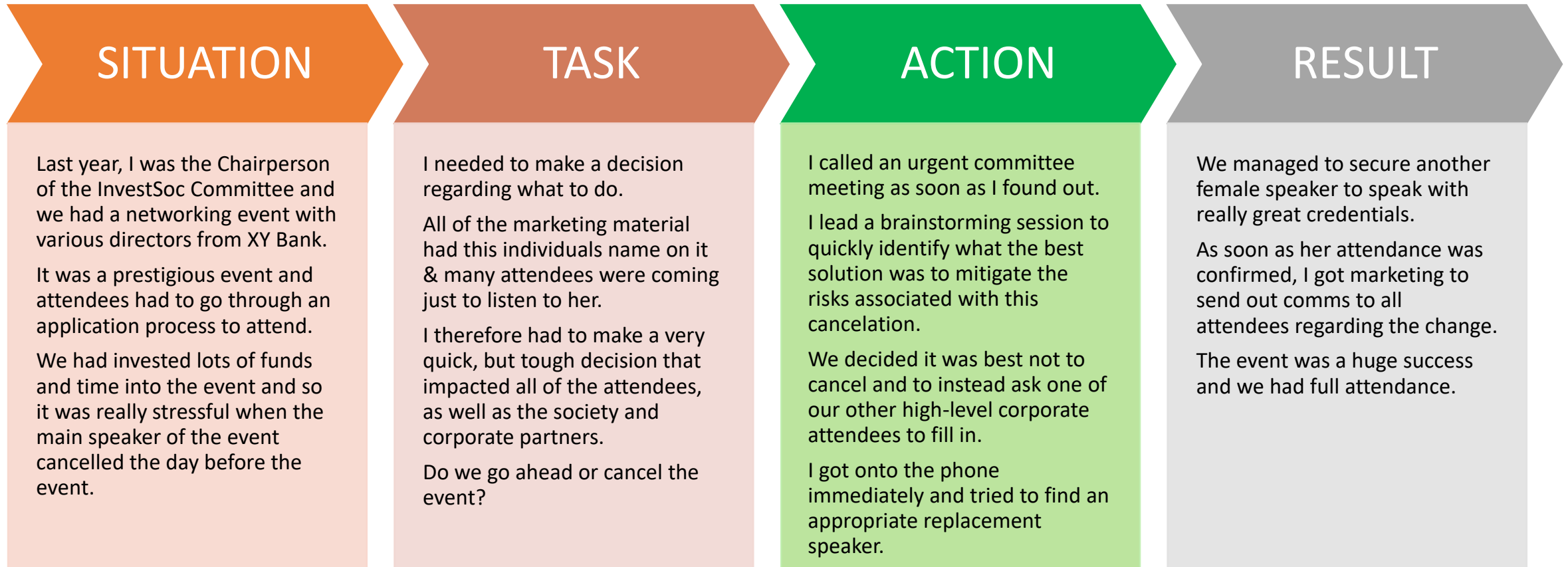
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- *Can you give me an example of a time when you had to deliver a project that required dealing with many **different stakeholders**?*
- *For digital marketing: What **metrics** would you monitor why? What **reports** would you create to keep track of them?*



THE STAR TECHNIQUE



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



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