

Interview Preparation Tips:

The Video Interview

In advance:

1. When you receive the link for the video interview by email, **make sure you respond thanking them for the link** and saying that you're looking forward to meeting with them. If this link isn't in the form of a calendar invite, make sure you book one in your device and give yourself approx 30 minutes.
2. Where possible use a laptop, desktop or tablet to do the interview (avoid using a phone if possible) & place it somewhere which doesn't require you to hold it.
3. Ensure you have the correct software downloaded on your device (Zoom or MS Teams), and **check it all works** in advance of the interview.
4. Know exactly **who** and **when** you're meeting. Know everything company-related and even industry-related to the job you're applying for.
5. Take time to **research** the company and the vacancy you've applied for. Explore the company website research news sites and blogs, where relevant. Go the **extra mile** to show your interviewer that you're serious about working for them.
6. Switch places. Head off tough questions by **putting yourself in the position of the interviewer**. Think about the type of questions they might ask and prepare the best possible answers. There are loads of videos on YouTube about interview questions if you need guidance.
7. However, in our experience, some of the more common interview questions you might face include:
 - Why do you want the job?
 - Why do you want to work for this company?
 - What do you know about us?
 - What characteristics do you possess that make you better than any other applicant / why should we hire you?
 - Where do you see yourself in 5 years time?
 - What have been your biggest successes/failures?
 - What do you enjoy doing outside of work?
8. Remove potentially **embarrassing content** from any social networking sites you're on. Most employers automatically check Facebook for insight on their future employees, so beware of who might be looking through your profile.
9. Be prepared to ask questions as well as answer them. It's just as important to find out whether the business is right for you as whether you're right for the business.

Make a list of **open-ended questions** which will help you gain greater insight into the company culture. For example, don't ask; "What are the prospects like?" as this can be answered with a simple "good". Instead challenge them to "Tell me about someone who has progressed from the role you're asking me to fill?". Find out why they were promoted, what training they received, how long it took them to get promoted etc. You'll get a far more telling answer from these questions, and will be able to judge more accurately whether the role and company is right for you.

On the day:

1. Ensure your device is fully charged, test your connection and/or signal, and test your camera and your volume. Check your surroundings and ensure that there isn't anything offensive or controversial in view.
2. Ideally, do your interview at a table or at a desk, not from a car (unless you have no choice) and **never** whilst slouching on the sofa.
3. This is your initial chance to impress, so dress smart, don't wear t-shirts with some slogan on it – remember first impressions count.
4. Make sure that you are located in a quiet room, away from distractions, ensuring that you're not disturbed by children or Amazon deliveries.
5. Use a pen and paper with you to **take notes**. This will show interest to the interviewer and you'll be able to refer to them at a future face-to-face interview.
6. Smile, make regular eye contact and look directly into the camera. Try to make sure you come across as **honest** and **friendly**. Speak clearly and concisely – don't waffle! If you're not sure about a question, ask them to repeat it.
7. Don't be **overly critical** of your present/previous employers, even if it's justifiable. Explain why you left, but focus on the motivations for you wanting a new job or challenge now and state why you feel their opportunity and company might be the perfect fit.
8. A sense of humour is important, but **don't crack controversial jokes** during the interview.
9. Stay relaxed, enthusiastic and friendly and you'll convey all the qualities they'll want in someone to work with.
10. **Close effectively** – let them know if you are keen and why you are keen. Ask if they have any concerns about your ability to do the job and try to overcome them. Always get some idea as to what is happening next and when you are likely to hear. This will show them you are keen, structured, and organised. The goal from this interview is to be invited to the next stage of the process, so make sure you focus on that.