



Preparing for an interview may seem stressful and boring, but there are several steps you can take to prepare yourself for a successful interview.

Preparing for an interview essentially means taking time to thoughtfully consider your goals and qualifications relative to the opportunity and employer. In order to accomplish this, you must perform research on the company and carefully review the job description to understand why you would be suitable.

My Top Tips on How to Prepare for an Interview are outlined below:

1. Carefully examine the job description

The place to start your prep is to examine the employer's posted job description as a guide. The job description provides a list of the qualifications, qualities and background the employer is looking for in their ideal candidate. The more aligned you are with these details, the greater the chance of the employer seeing that you are suitably qualified. The job description will give you ideas about questions the employer can ask during the interview.

2. Consider why you are interviewing and your qualifications

Before your interview, you must have a good understanding of why you want the job and what qualifies you. You must be prepared to explain your interest in the role and why you're the most suitable person for the opportunity.



Top Tips on Preparing for a Video Interview

3. Perform research on the company and role

Prop Tip – it is an absolute must to research the company you're applying to as a significant part of preparing for an interview. This will enable you to provide context for your interview conversations, but it will also help you when preparing your answers to the potential questions for your interviewers. Researching the company and role as much as possible gives you a significant competitive edge over the other candidates. In addition, by being fully prepared for an interview it will help you remain calm so that you can perform at your very best. A few things you should know before you walk into your interview:

Research the product or service:

It's vital that even if the role isn't directly related to the company's product or service, you're still looking to be part of the team. You must take time to learn all you can about the product or service the company produces and promotes. It isn't important to understand each and every detail, especially if it's a technical product or solution, and you're interviewing for a non-technical role, but you should have a basic understanding of the main products or services the company offers. The more you can tell them about the product from both a company and customer standpoint, the better you'll perform in your interview.

Research the role

Pro Tip – make sure you read the job description (numerous times) carefully and ENSURE that you understand ALL the requirements and responsibilities that go along with it. Not only will this prepare you with thoughtful, targeted questions about the role during the interview, but it will make sure that you're truly qualified and prepared to tackle the responsibilities if you are successful. If possible, research similar positions and read reviews from individuals in those positions, so you have a good idea of what the day-to-day activities will be. During the interview, ask for clarification or details about the role, so you can be sure you're ready should you receive a job offer. Researching the role before an interview will also help you to decide whether or not the opportunity is right for you.

Research the company culture

In today's Media Savvy World - most companies have social media accounts and blogs that discuss their company culture and industry. This information can give you an impression of the tone and personality of the company, as well as what they value. It is absolutely vital that you are able to fit in to a company so no matter how good a job seems, it's important that you share the same values and culture so you can blend into the organisation seamlessly.

If you have questions about the workplace environment, culture or values, be sure to ask during the interview. These questions can range from the software and tools used by the company, to their policies on holidays and maternity / paternity leave. Remember that the interview is just as much about you finding a good fit for your own work environment as it is about the company finding a good fit for the role. Knowing that your values align with the company ensures a happy professional life. This is also the perfect opportunity to find out more about the company and show the interviewer how you'll fit.



Top Tips on Preparing for a Video Interview

4. Consider your answers to common interview questions

While you won't be able to predict every question, you'll be asked in an interview, there are a few common questions you can plan answers for. You might also consider developing an elevator pitch that quickly describes who you are, what you do and what you want.

There are some jobs that may involve a test or evaluation during the interview process. For example, if you are interviewing for a computer development or analytics role, you might also be asked to write or evaluate lines of code. It might be helpful to consult with colleagues in the industry for examples of tests they've been given to prepare.

You should also prepare to discuss your salary expectations, just in case. If you're unsure about what salary is appropriate to ask for the position you're applying to check with me to get a free, personalized pay range based on your location, industry and experience.

Here are a few examples of common interview questions:

Why do you want to work here?

The best way to prepare for this question is to learn about the products, services, mission, history and culture of the company. In your answer, mention the aspects of the company that appeal to you and align with your career goals.

What interests you about this role?

Employers ask this question to make sure you understand the role, and to give you the opportunity to highlight your relevant skills. It can be helpful to compare the role requirements against your skills and experience. Choose a few things you particularly enjoy or excel at, and focus on those in your answer.

What are your greatest strengths?

This question gives you an opportunity to talk about both your technical and soft skills. When an interviewer asks you to describe your strengths, share qualities and personal attributes and then relate them back to the role for which you're interviewing.

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