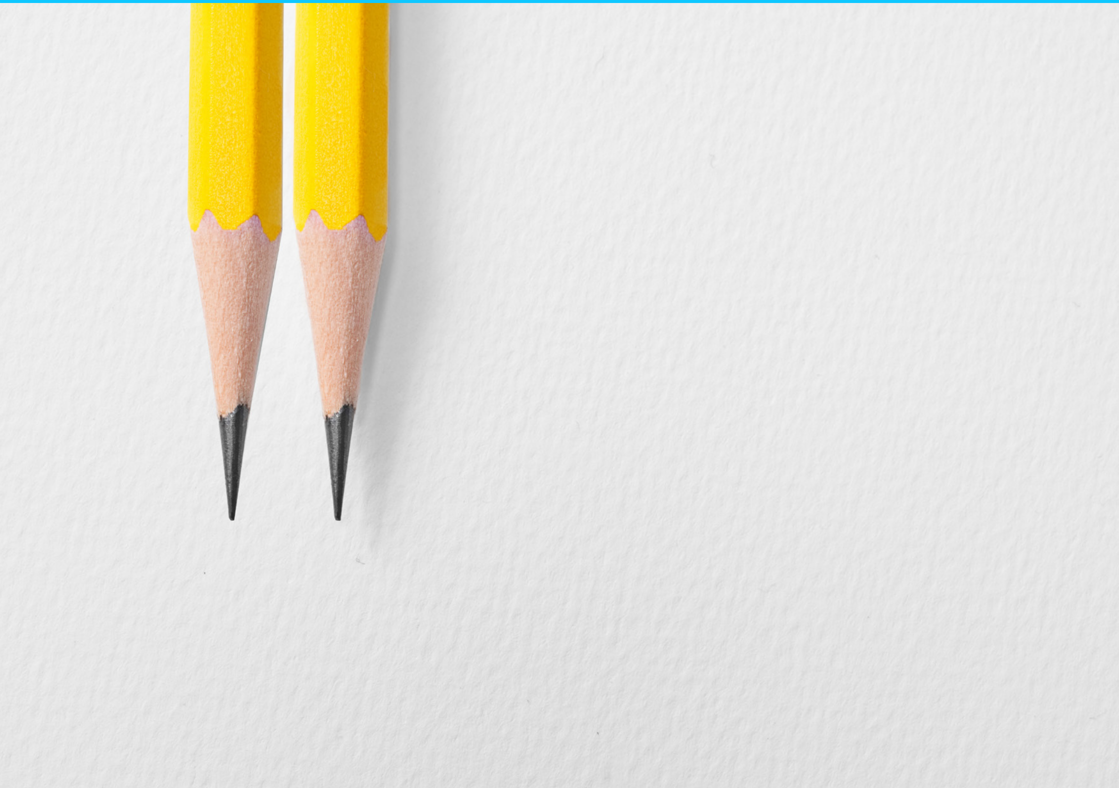

SECOND INTERVIEW

Tips & Tactics

blueskies

MARKETING • AGENCY • DIGITAL • CREATIVE • FREELANCE • PR

PREPARATION IS STILL KEY

You are now at the "business end" of the process and this is your final chance to impress the client and nail this role. It is great that the client was impressed with you first time around and is clearly keen to see you again, but now is not the time to be over confident or complacent as you may be meeting new and possibly more senior people.

The interview may be more in-depth and challenging. You will be up against the best of the rest so more than ever, preparation is still key.

THE INTERVIEW

You have met with the company previously and may be meeting a new team member, this could be someone more senior or someone you will work closely with on a day to day basis – so do your research! Find out about their background, maybe Google them or check out their LinkedIn profile.

PREPARE QUESTIONS TO ASK

Have a list ready as this is your last chance to ask them any final questions to help you make a clear decision on the opportunity.

Have you asked them about career progression?
Company growth?
12 month marketing plan?

Discuss any other reservations you may have.

PROVE YOUR PASSION

Show them you're passionate about the brand and that you have done your research on the company. Make sure you maintain your passion in your second stage interview as you did in your first.

PERSONALITY

Second interviews can be daunting and nerve racking but you need to demonstrate your personality and be sure that it shines through as much as it did in your first interview. Personality within a company culture is extremely important to clients.

RESEARCH

Visit their website again to refresh your memory. Fully research their site and look at their whole online presence to make sure you know their news, press releases and recent campaigns.
Has anything changed in the news section for instance since your last interview? Did you pick up anything from the first interview that you should follow-up and research?

RELEVANT WORK

Take along any examples of work you took to the first interview just in case anyone else in the team wants to take a look. If you have any other work since your first stage interview which you feel will be relevant to the company, and the role, then take it along with you.

THE BASICS

Ensure that you have fully read and understood the job description prior to the interview and ask your blueskies consultant if there is anything you are unsure of. Take a copy of the job description with you along with your prepared questions.

REHEARSE

Think about the client's reservations you discussed with your consultant previously and how you are going to positively address them. Think about what the client is specifically looking for e.g. skills and experience.

How are you going to demonstrate your capability in those areas?

SECOND IMPRESSIONS COUNT

Refer to your first stage interview tips and tactics. They are just as relevant now as they were when you first met the client.

Here are a few other things you should consider now that you are at the business end of the process.

BE ENGAGING

From the first person you meet to the last person you see. You never know who you're talking to or might walk past on the way in. A smile and eye contact is polite and professional.

OPENING

Explain what you liked about the role, company or interviewer last time round. It's a lovely and positive way to start.

THINK PROACTIVELY

Clients are impressed with candidates who adopt a 'can-do' attitude. Show energy, enthusiasm and knowledge. Would you be able to hit the ground running from day one?

BE OBJECTIVE

Think about your own USP's. Do you consider yourself to be strong creatively, strategically or commercially? You must be articulate in what makes you stand out.

BE CONFIDENT

While it's important to showcase yourself, avoid exaggerating. It's accepted to discuss salary requirements at this stage of the interview but don't alter this from previous discussions with your blueskies consultant.

After your questions, show interest in the role, show you care about the result and are keen to know feedback and timescales. Don't be afraid to ask the client if they have any final questions or reservations on you, this is your last chance to convince them you are the right person for the role. Show them you are genuinely excited about the role and thank them for their time.

OTHER THINGS TO CONSIDER

- How are you going to present? Standing up or sitting down?

- What are you going to present on? iPad or Powerpoint? Projector or handouts? What's the best way to connect and is it relevant to who you're presenting to?

- Have you got a back up copy if you can't use the laptop etc? It happens more than you think, so always take a paper copy and email it before your interview to your consultant at blueskies just in case.

- Handouts and visuals. Make sure you have a copy of any handout for each person at the presentation and leave it with them so they can discuss your presentation once you have left. It is something positive to remember you by.

- Rehearse. This is a showcase of yourself. How you deliver the presentation is as important as the subject matter.

- Psychometric/Personality Tests. It's important to do this in a relaxed area where you won't be disturbed.

- Questions should be answered honestly, some tests can identify when you're trying to out-think them.

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