

Marketing Interview Guide



**Shine through your next
interview**

BINS
Performance

Tell me a bit about your current role?

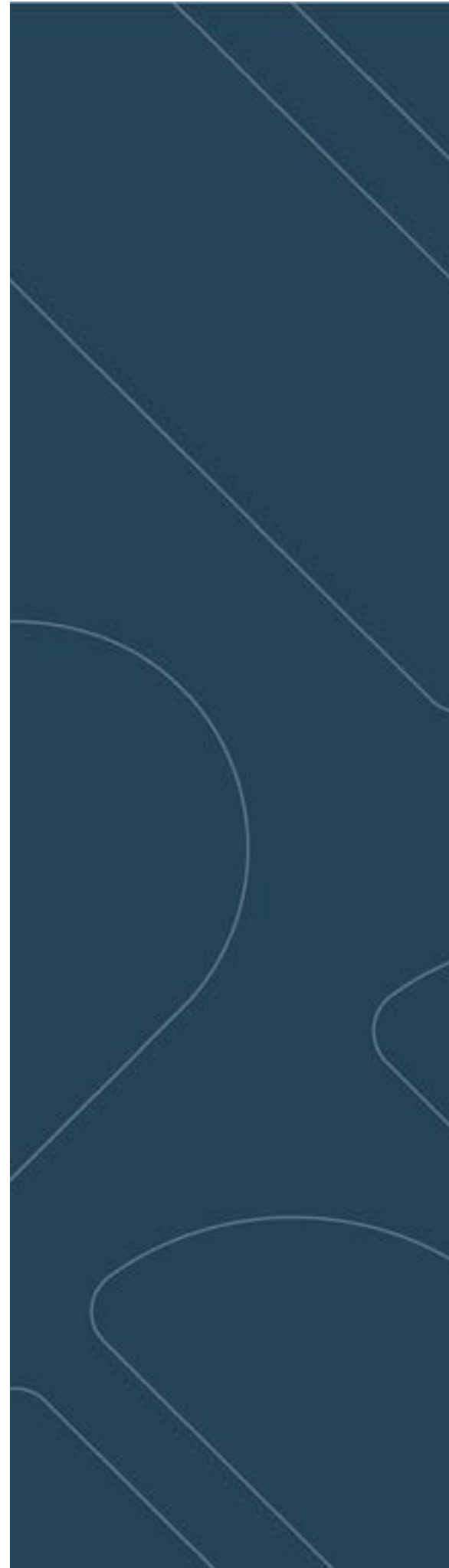
The interviewer wants to understand more about your skills and experiences but also, by getting you talking, see how well you articulate yourself. Initially, keep it broad. Practice describing in a sentence or two what the company does and the team structure. Have in your mind what they are looking for, and broadly talk about the marketing channels you've been involved with. This will surely trigger more questions

Describe a campaign you are most proud of and why?

As a marketer, you should have no problems talking about campaigns. But be careful you don't waffle. The interviewer is interested in how you approach campaigns, so make sure you can talk about the basic stages - research, planning, execution, communication, follow up and measurement. Think about the role you're being interviewed for and which ones to talk about. They'll also be interested in hearing details, so make sure you know your numbers - click-through rates and followers are good but leads and sales are better.

Give me an example of a campaign you were involved in that wasn't successful?

It may not come up but it's a tricky question so it's worth being prepared. Firstly, remember there are degrees of success - you don't have to mention the one where you emailed the wrong list or forgot the white papers for an event. Focus on a campaign that didn't quite achieve as much as you'd hoped and be prepared to explain why. The interviewer isn't trying to catch you out. They want to see how you analyse the effectiveness of your campaigns and what steps you take to improve them in the future.



What marketing tools and technologies have you used?

This won't necessarily be a specific question, but the topic will come up. So, firstly you need to remember what tools you've used, the campaigns you've run and what you thought of them. Demonstrating your technical knowledge is not only useful to show specific skills but it also gives the interviewer insight into your experience and depth of knowledge in a specific area.

How do you keep up to date with the latest marketing news?

The interviewer wants to know how passionate you are about marketing. Someone who loves their job is usually willing to put in some extra effort, and read around their topic. You might be monitoring RSS feeds from marketing blogs and new sites or have attended a recent seminar or training course. There might be a monthly podcast series you listen to or key influencers you're following on Twitter or LinkedIn. The key is to know the details and be able to highlight how it relates to your day to day role.

Give me examples of when you've worked closely with the sales teams

Sales and marketing alignment is a huge challenge for companies. The interviewer will be aware of the often difficult relationship that can exist so will be looking for examples of you working closely together. This could include gaining customer insights, discussing campaigns, hosting events, following up on leads or regular team meetings. Be prepared to talk through what you did, how it was received but don't forget to provide numbers.

What are you looking to achieve in your next role?

Answers could include working in more channels, learning new skills, having more responsibility or gaining management experience. All good but be mindful of the role you're being interviewed for. They will want to hear something positive that shows ambition and a willingness to learn but that is also realistic. If you've been responsible for posting tweets and responding to @replies you're not suddenly going to be leading a team supporting a new product launch

What are your weaknesses?

This is a tough question and one that is very likely to come up. The best approach is to be open and honest, but keep it positive. Think about the essential skills and experiences required to do the job and try and focus on something less significant. Character traits and behaviours are often more subjective and have both pros and cons. We all have weaknesses, so the interviewer is less interested in what they are but rather what steps you've taken to overcome them and how open you might be to change.

How would your colleagues describe you?

This is a very popular interview question, so be prepared for it. The interviewer wants to assess how you perceive yourself and how you will fit into the existing team. It'll also help them understand if you're a people orientated person who can speak openly and honestly about yourself. It's important to keep the description as professional and as factual as possible.

Why do you want to leave your current role?

Whilst the real reason you're leaving may be because your boss is a total control freak, or the business is being mismanaged, there are ways to handle this in a more positive way. Remember, more often than not the interviewer will sympathise more with your previous boss than you. Answers might include 'I've enjoyed working for the company but the strategic decisions being made are taking me away from what I enjoy doing' or 'I love my job but I haven't had the opportunity to use my skills in the way I wanted so I'm looking for a new opportunity'. Be mindful that if your answer lacks depth it won't satisfy the interviewer.

Based on the interview and what you know about the role and company, what do you think you could bring to the role that other candidates cant?

There's two parts to this question. The first one is to make sure you've done your research. They are looking to see what you know about the company and the market. So, make sure you include this as part of your answer. The second part is being specific. A vague answer about 'having the right digital skills' or 'an understanding of the market' won't cut it. They will want to hear tangibles about your marketing skills and how you can help them grow their business. A good example might be 'having launched a new website and increased sign ups by 20% I'm confident I can analyse your website and make recommendations for changes'.

What questions do you have for me?

It's always a good idea to interview the interviewer throughout your interview and ask questions where appropriate. But this gives you a specific opportunity to demonstrate your knowledge, confidence and personality by the questions you ask. Good examples could include anything around current marketing campaigns or technology, team dynamics and company culture and challenges in the market. Do your research, think up a handful of questions, and ask them at the right times in the interview.

Good luck!

**If you need any help with your interview or are open
to opportunities, call us on: 0800 279 2602**