

TIPS FOR PHONE AND VIDEO INTERVIEWS

Prepare notes to use during the interview, but don't simply read your responses.

Keep your tone friendly and pleasant by smiling when you speak.

Speak clearly and be concise. Avoid filler words such as "like," "you know" and "umm."

Rather than holding the phone up to your ear, try putting it on speaker phone.

Make sure that there is no background noise.

Dress professionally as if you were going to an in person interview.

Pick a quiet, well-lit, uncluttered space to do your video interview.

Test equipment and technology beforehand. Close all other programs on your computer.

Look at the camera rather than the screen.

Practice in these conditions.

Do a mock interview using the InterviewLink software.

INTERVIEWING

What is the purpose of an interview?

It is ultimately to exchange information. The employer is evaluating you and your ability to do the job and you are evaluating the organization to see whether or not it matches your interests and values.

Interview preparation

Know the company, the position and yourself.

Impress your interviewer with your knowledge of the organization or the position for which you are applying. Give yourself ample time to research and think how your qualifications match the company and the position.

This research will help prove your interest in the organization during the interview and will help you formulate good, intelligent questions to ask your interviewer.

Where do you research basic facts about the company?

- Company website.
- Social media pages (Facebook, Twitter, LinkedIn, etc.).
- External review sites (such as Glassdoor).
- Your network.

Know the logistics.

Interviews can come in a variety of forms; one-on-one, panel, lunch, phone and more. Be prepared for a specific style.

Know the date, time, location, parking details and your interviewer's name(s). If these aren't initially provided, just ask. Prepare your route ahead of time, consider traffic patterns at different times of day and plan to be there 15 minutes early.

Take a few key items with you to the interview.

Carry a professional looking portfolio with paper, a pen, extra resumes, transcripts and references. If your field warrants, take a few samples of your best work. Be prepared to present and discuss them if an appropriate moment arrives.

CONSIDER THESE QUESTIONS

What are the organization's mission, vision and values?

What products and/or services does the organization provide?

How large is its staff?

Who are some of its top clients and competitors? Where are its main offices located?

What direction has the organization taken over the past couple of years?

How does this position contribute to the organization's mission?

What job responsibilities does this position entail?

How do my qualifications prepare me for this position?

What salary ranges are typical at this position, industry and location?

INTERVIEWING

Answering interview questions

Behavioral-based interviews are a common questioning style that asks you to focus on your past experiences to demonstrate whether or not you possess the skills and behaviors that the employer is seeking. It's easier to answer these questions if you have analyzed the job description and know what skills are required. Then, you can identify situations where you have demonstrated those skills and behaviors. Try the following method:

STAR METHOD

- S** **Situation:** Where were you? What happened?
- T** **Task:** What needed to be done? Why?
- A** **Action:** What did you do? How did you do it?
- R** **Results:** What was the outcome of your actions?

TYPICAL BEHAVIORAL INTERVIEW QUESTION:

"Tell me about a time when you had to deal with conflict in a team."

POSSIBLE RESPONSE USING THE STAR METHOD:

"[S:] Last semester, I was in a Public Relations Campaign course where we had to design a marketing campaign for a local nonprofit's dog show. [T:] It was difficult to get the team members to agree on the best way to promote as everyone had different ideas. [A:] I organized a group brainstorming session to focus on common themes in the ideas. [R:] We focused on three ideas ranging from press releases in local newspapers to social media awareness and increased participation by 15%."

Questions to ask the interviewer

Near the end of the interview, the employer will likely ask you if you have any questions. It is crucial that you ask questions showing that you have done your research and that you are interested in the company. It is a good idea to prepare a list of potential questions beforehand, keeping in mind that some of them may be answered in the natural flow of the conversation.

Some possible questions for your interviewer:

- What are some projects that I can expect?
- Why did you choose to work for this company?
- How would you describe your company culture?
- What do you like most (least) about working here?

COMMON QUESTIONS

There are unlimited questions that may be asked. Practice preparing STAR Method responses for these:

Tell me about yourself.

How did you choose this as your career field?

What are your greatest strengths/weaknesses?

Tell me about a time when you were participating in a team project and somebody was not pulling his/her weight. What did you do to help the team finish the project on time?

Give me an example of a time that your communication skills helped you accomplish a task.

Tell me about a time you were working on a project and an unexpected obstacle came up. How did you handle it?

What are your short-term goals?

Why are you the best person for the job?

After the interview

Send an individual, typed thank-you letter or email to each interviewer within 24 hours. This is not only a polite thing to do but a way to strengthen your candidacy and to remind him/her of your qualifications.

Discussing salary

Save the salary discussion for after you receive an offer, but you should have a salary range expectation from your research prior to the interview. Researching a salary can take time. Contact a career counselor for data on first salary offers.

Try www.salary.com, www.glassdoor.com or www.onetonline.org. Try to bracket your salary range to start within the employer's probable range and end slightly above what you expect. Take time (at least 24 hours) to consider any job offer before refusing or accepting it. Remember that salary is not the only factor.