

## 6. What personal qualities do they want and what other qualities might be needed?

Generally recruiters will list the personal qualities that they will be seeking from applicants.

For example: they might be seeking someone who is self motivated, has excellent interpersonal skills and is a good team player.

### **Example Advertisement:**

From the advertisement we can determine that they are seeking someone with the following qualities:

- A creative and enthusiastic Marketing Manager
- Excellent interpersonal skills
- A team player > someone who can work cooperatively in a team environment
- Someone who values training and development and is therefore looking to grow and develop within the business.  
A future leader!



Using your job advertisement / description, highlight all of the qualities that the employer believes are necessary to succeed in the position. For each quality, write down two examples that illustrate your ability to portray those qualities in the work place.

Are there any other personal qualities that are not listed that you think might be needed to perform the role successfully? What additional qualities do you have that you would like to let them know about that might help you to stand out from other candidates and perform in this role?

## 7. What knowledge and training do they want and what other knowledge/training might be needed?

- Are they seeking someone with a degree in a particular field?
- What business experience are they asking for?
- Are they seeking someone who has experience in a similar job?
- Do they require someone who can speak another language or understands working with different cultures?

### **Example Advertisement:**

From the advertisement we can determine that they are seeking someone who has:

- A Tertiary Marketing qualification
- A minimum of 2 years experience in a similar role
- Knowledge of organic SEO, Social Media and Digital
- Knowledge of Google Analytics and the ability to identify trends.



Using your job advertisement/job description, identify what knowledge, training and education the employer is seeking from applicants.

List the knowledge, training and education that you have that match the role's requirements.

Do you have any other knowledge/training/education that might assist you even further in the position?

### For example:

- Five years Marketing Management experience in the automotive industry (the last two years at a local Ford dealership)
- Leading marketing activities from end to end with a hands on approach
- Customer engagement, consumer preference and driving sales growth
- Excellent communication & interpersonal skills
- Looking for a company that is constantly searching for new ways to engage with their customers and drive sales growth.



#### **Interviewer: “Tell me about yourself?”**

**Interviewee:** *“For the last five years I have been working as a Marketing Manager in the automotive industry. Most recently I have been working as a Marketing Manager for Ford in one of their local dealerships. I thoroughly enjoyed this position as it allowed me to lead with a hands on approach all marketing activities from strategy development through to implementation, across all mediums..*

*One of the main reasons I enjoy working in the automotive space is the ongoing challenge of customer engagement in a highly competitive market. Whilst at Ford I implemented a 12 month marketing strategy that saw a significant rise in our customer engagement and as a result our sales grew by 20%.*

*I would like to say that I have excellent communication and interpersonal skills. Working in local dealerships excellent communications skills are imperative. On a daily basis I would need to speak to employees at all levels of the business including service staff, customer support, sales and management. I thrive working in a team environment as well as autonomously. I build strong working relationships both internally and externally and enjoy working cooperatively in a team.*

*I’m now looking for a company that is constantly searching for new creative ways to engage with their customers using the latest tools such as Google Analytics and to work in a cooperative team with likeminded individuals so we can work together to drive sales growth.”*

### Why is this a good response?

The candidate has provided a structured answer that displays their relevant experience and key skills in relation to the role’s requirements and overall purpose of the position. They have positioned themselves very well for the remainder of the interview as solid candidate for the role. Leaving the interviewer eager to learn more about what they can bring to the position as they progress through the interview.

## Communication Skills

**Interviewer:** “Describe a time where you needed to present complex information in a simplified way.”



**Interviewee:** As a Marketing Manager I always need to present statistical information to business stakeholders. The statistical information is generally information captured from Google Analytics and the results that I have been tracking from recent marketing campaigns. I try my best to simplify the data for my audience. I usually present to the Senior Management team so I feel that given their roles and seniority they should have a good understanding of what I am talking about.



Why is this, a poor response? How would you respond to this question using the STAR format?

### Why is this a poor response?

- The candidate hasn't given us any indication as to what methods they took to try and simplify the data so their audience would understand what was being discussed
- The candidate openly admitted that they assumed that given the seniority of their listeners that they would comprehend what has been presented
- One should never assume that the audience understands technical information that is being presented, regardless of their seniority. It's important that information is broken down in a way that gives everyone an opportunity to grasp the information.

Now compare the following response which follows the STAR format.



**Interviewer:** “Describe a Time Where You Needed to Present Complex Information in a Simplified Way.”

**Interviewee:**

**Situation:** At Ford we decided that we wanted to identify and target high value users of our digital advertising so that we could target promotional campaigns accordingly.

**Task:** From the results captured by Google Analytics I wanted to design a targeted promotional campaign utilising online promotions, our website and social media.

**Action:** As Marketing Manager I took ownership of this task. I collected and analysed the information obtained from Google Analytics. Information included the composition of our audience in terms of gender, age and interests. The creative content we would need to develop and the media we would need to buy to communicate effectively with our audience. I took this information and designed a marketing strategy that I presented to Business Management team. The information was extremely complex. To ensure that my audience understood the findings in relation to our audience and hence the corresponding marketing campaign I had to simplify the data. I presented the information in graph format using bar and pie charts so that the information was visual and my audience could instantly see what I was talking about. I made sure that the information I presented was specific, simple and clear.

**Result:** By taking the time to breakdown the data and present it in a manner that was easily understood by my audience they were able to understand the composition of our target market and their usage across the digital space. From this I presented my marketing strategy with specific examples relating to our target audience and why the associate marketing activities would be a success. The presentation was received very well and my marketing strategy was approved.

#### Why is this a good response?

- The candidate has clearly explained a situation where they were required to present complex information in a simplified way
- They have outlined the methods that they used to turn complex information into information that was understood by their audience
- The candidate has explained to the reader the successful result that they achieved after taking the time to present the information in a manner that was easily understood.

#### Willingness to learn, grow and develop.



**Interviewer:** “Tell me about an opportunity that you have embraced to grow and develop within the work environment. Why did you decide to do this?”

**Interviewee:** “I think I see myself as being a people manager one day. My previous employer did offer some training sessions for those that wanted to be a team manager. I did put my hand up on a couple of occasions to attend the training but I only made it to one training session due to work commitments. This is an area that I think I would like to still explore.

#### Why is this a poor response?

- The candidate has responded in a vague manner. “I think I see myself”
- The candidate hasn’t provided the interviewer with any information in regards to the training, what they took away from the session and why they believe that they would like to manage people
- The candidate hasn’t provided the interviewer with any reason to believe that they are committed to their learning and development
- The answer hasn’t followed the STAR format and therefore lacks substance and structure.