

Interview tips for hirers.

The interview stage is arguably the most important stage of the recruitment process because it's when the employer and the job seeker get to meet face to face. Sure, a great CV and the right recruiter can bring together a prospective employer and a digital professional, but once the introduction has been made it's all about getting that chemistry right.

But interviews aren't a one sided affair. In a talent-short market you need to be promoting your organisation as much as the job seeker is promoting themselves:

Know where the person you are interviewing has come from.

One of the first pieces of advice we give to job seeker is that they should research the place they are interviewing for. The equivalent for interviewers to know where the person you are talking to has come from. Not only will it provide a good basis for any questions you need to ask but it will also show the job seeker that you have taken the time to prepare for the interview process.

Make sure you put enough time aside for the interview.

There's nothing worse than having to cut an interview short because one of the parties has to rush out somewhere. From the interviewers point of view it means that you don't get to find out everything you need to know. And for the job-seeker - it makes them feel that you're not serious about filling the vacancy.

Know the job inside out.

You should be able to answer any questions that might pop up, whether it's about the technical aspects of the role, the day to day responsibilities or the team structure. These are the things that will set your job apart from others in an overcrowded marketplace.

Make sure you can set out a career progression plan for the job.

We find that far and away the most important thing to digital professionals when choosing a job was how much development and progression they were offered.

Pre-empt questions so you can give information there and then.

Think about what questions you would ask if you were interviewing for job and make sure you can answer them – if you thought of them the person you are interviewing probably will too! Plus it's worth asking other hiring managers in the company if there are any questions they get asked regularly.

Know what you're looking for.

If you have a clear idea of what you are looking for you are much more likely to find them! Being able to discuss the specifics with the job seeker means you won't end up hiring someone who can't really do the job.

Keep an open mind.

Interviewees can take some time to warm up – they're understandably nervous when they first come into the room. So take some time to allow them to open them up and don't immediately write anyone off.

Be prepared to sell.

There really are more vacancies than qualified digital talent at the moment. In order to make sure that those digital professionals want to come and work at your company you are going to have to convince them that it's the best move for them. So think about what makes you different from everyone else in the industry.