

Interview Questions.

So, you've put together the best CV or portfolio you've ever had, considered what you really want from a new job and you've landed an interview with a great company.

In principle you're only an hour away from snagging an awesome new job. But that hour contains arguably the most difficult part of getting a new job - the interview.

To help you to prepare we've put together this list of some of the most common interview questions along with some suggestions of how to tackle them.

1. Why are you looking for a new job?

The best advice we can give you about this question is that an interview is not the right place to badmouth your employer or boss. Businesses are always on the hunt for people who will show real loyalty so talking about how rubbish your current company is won't go down well at all.

Talk instead about positive goals: how a new job can help you to reach your personal career goals while making the most of your skills, experience and talent.

2. What are your career goals for the next two years?

This question is a great chance to talk about how you want to learn and do more in your career, not just increase your pay packet. While saying that you'd like to be an account director in two years time is great, talking about the skills and experience you want to gain to get there is even more impressive because it shows you're seriously planning for your aim.

3. What campaigns have you worked on?

The biggest mistake when answering this digital interview classic is to just name drop huge brands without talking about the part you played. Working on a campaign for a massive brand is only worth mentioning if you can pinpoint the bits of the campaign you actually worked on. Hiring managers want the specifics, so don't forget to mention the budget size and ROI.

4. How would your friends describe you?

You need to think very carefully when tackling this one. "A great mate to have a pint with" isn't the right answer, but "the best person to have a chat with, in or out of the office" is. The trick is to think about the skills needed to excel in the job and work out when you show them out of work.

5. What are your weaknesses?

This little toughie is an age-old favourite of interviewers and it's been known to trip up even the most confident of interviewees. However, trying to avoid the question by pretending that weaknesses are actually strengths ("I'd say my biggest weakness is that I'm just too good at my job") isn't really very constructive. That's not to say you should dwell too much on your weaknesses – but you can turn this into a great answer by showing how weaknesses are actually challenges that you intend to overcome.