

Interview Preparation

This is your guide to nailing your interview and landing your dream marketing role!



We know interviews can be tough - but they're an opportunity to take the next step in landing your dream job!
We want to ensure you have the knowledge, tools and confidence to secure that job!
Here are some tips to help you...

How to research a company

Visit the company's website your interviewing with and research the following topics:



Client
Testimonials



About Us



Key
Employees



Website



Proposition,
Products,
Services



Company
Values



Blogs

Explore the company's [LinkedIn profile](#) and other [social media platforms](#)! Find out what articles and content their marketing team are posting and incorporate it into your responses. Have they been to any recent events? Marketing and sales go hand-in-hand, so considering the bigger picture is essential. Be sure to research the people interviewing by looking at their backgrounds, mutual connections and shared interests. This will aid in building a rapport and breaking the ice at the interview.

Take interest in who your prospective customers might be. Seeing what competitors are doing could give you an advantage in your interview.



How to approach an interview

When approaching job interviews, many candidates prepare for a formal discussion and questions about predictable topics.

Some of the best job interviews, are those that feel more like conversations. Approach an interview like a potential **marketing meeting**, you are applying for a marketing role after all!

Business dress... you will never get bad feedback on being over dressed but being under dressed is taking a chance. This goes for virtual interviews too! Be sure to still dress business attire and to ensure there are no distractions in the background. The best way to avoid this is to blur your screen or put a professional background on.

Research their interview process online. Take an up-to-date copy of your CV or have it in front of you for those virtual interviews, a notepad and pen. Take printouts and/or hand written notes of key stats and findings on the company. This will support as a prompt during the interview. Remember being over prepared will never get marked down; under prepared is an immediate red flag for companies.

Always arrive **10 mins** early and plan your journey a few days ahead of time, testing it out before the actual day of the interview if necessary. When it comes to virtual interviews, remember to treat them the same way you would a face-to-face interview; you will need to know how to connect to the call.

Furthermore, you can join the interview early! We recommend joining the interview **2-5 minutes early** and waiting in the lobby. It gives them a notification that you have started the meeting. That's a good thing. A virtual "lobby" is available on most video platforms.

STAR Method

Use the STAR method (**Situation, Task, Action, Result**) to structure answers for competency-based questions. It's a great way to show how you've handled situations, but it doesn't work for every question. For example: Tell me about a time you had to meet a tight deadline or How would you handle multiple competing priorities in a project?

If you lack direct experience, be transparent. Instead of trying to fabricate an example, acknowledge that you haven't had the opportunity to perform that specific task yet. Then, emphasise your eagerness and ability to learn quickly by giving concrete examples of how you've acquired new skills or adapted to new challenges in the past. Outline the steps you would take to develop the skill, show your proactive approach to learning, and highlight any transferable skills that could help you succeed. This not only provides context but also reassures the interviewer that you have the potential, motivation, and mindset to handle new responsibilities effectively.



Tough marketing questions you need to be able to answer

Can you tell me a little about yourself and your background?

The interviewer isn't just assessing your skills and experience, they also want to hear how clearly you can express yourself. Start broad to set the scene. Be ready to summarise in a sentence or two what your previous company did and how the team was structured. Keep in mind what they're looking for, and touch on the marketing channels you've worked with. This approach will naturally spark follow-up questions and keep the conversation flowing.

Describe a campaign you are 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 but it 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 technologies and tools 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.



Tough Interview questions continued...

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

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 from your next role?

Answers could include working on 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!

Based on the interview and what you know about the company and role, what do you think you could bring to the role that other candidates can't?

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'.

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.



What questions you can ask at the end of an interview

There's a process and flow that needs to be followed through here, you must start off by asking questions about the role, then find out about the interviewer, his/her team, culture of the business and complete your questions (with the exception of the close) by asking about training & career progression. Some example questions are:

1

What does success look like in this role after 6–12 months?

2

What are the biggest marketing challenges the team is currently facing?

3

How does this role contribute to the wider business goals?

4

What tools, platforms, or technologies does the team use daily?

5

How is the marketing team structured, and how does this role fit into it?

6

Can you describe the collaboration between marketing and other teams (like sales or product)?

7

What's the team culture like, more fast-paced and agile, or structured and strategic?

8

How do you celebrate successes or recognise strong performance?

9

What opportunities are there for training, upskilling, or career progression?

10

How do you support employees in staying up to date with new marketing trends and technologies?

Additional Questions

1

Why did you (the interviewer) join the business?

2

How do you measure the ROI of marketing campaigns here?

3

What differentiates your brand and marketing approach from competitors in the industry?



How to close

One of the most important parts of the interview.

STEP 1

Reaffirm your interest in the role. You must firstly give the interviewer your feedback on how the meeting has gone (if you are keen let them know, lay your cards on the table and be honest with them about your feelings for the opportunity).

Ask them how they feel the interview has gone and how much of a fit they see you as for the role.

STEP 2

STEP 3

After receiving their feedback, ask if they have any concerns. If they do, dig a little deeper by asking what caused the concern and how significant it is. Then address it directly, reassuring them with clear examples to back up your points. Once the issue feels resolved, ask when you can expect a decision. Finally, share your feedback with BMS as soon as you leave the interview.

We hope these interviews tips and questions help! Remember to **relax** and **be yourself**. The good thing about being yourself is you don't have to go by a script, you can talk freely and let your personality shine through, helping you to have a more relaxed conversation with the interviewer!



GOOD LUCK!

If you need any help with your interview or are open to opportunities, call us on 0800 060 8420, alternatively check out our [live jobs](#).