INTERVIEW GUIDE

FOR STUDENTS

Designed within the ERASMUS+ KA2 “Career Planning for Teenagers”
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INTRODUCTION

Hy and welcome to this customized interview guide for students, designed for the Erasmus+ mobility “Career Planning for Teenagers”.

This guide presents three chapters:

- Chapter 1 – Useful information related to the Presentations used in class,

- Chapter 2 – Interview Questions – how to answer them and what do they reveal about yourself to the recruiter,
- Chapter 3 – Portfolio Guide – structure and useful tips.
- Chapter 4 – Interview Simulation (on the 10th of March 2015, 14.00 – 15.40)
- Bibliography

Chapter 1: Useful information related to the Presentations used in class (Part I – Part V)

Part I: CV – Definition, Structure, How to fill it in and Aspects that Matter to a Recruiter

1. What is a CV/resume?

Defining a tool is considered to be the first stept in determining the future use of that tool, especially for your own benefits. In the curent market place, a CV is considered a *sales document*, and sometimes even a *marketing document*. It means that it is a summary of experience, skills, credentials, and achievements that differentiate the job applicant (that is YOU) from other candidates.

When you start thinking about your CV you have to consider the fact that during your interview you are actually going to make a *pitch*[1], meaning you will have to be the best in persuading the recruiters that you are the best possible candidate for that job. It may sound easy to do, but in reality this requires a lot of work and research and attention to details so that you do a great job during your interview.

Usually large companies and even NGOs do not handle the recruitment process themselves, but hire a recruitment agency to find a set of candidates. So, usually if you pass the first interview, there is the possibility to get a call for the second, third and even fourth interview. The last two are usually organised by the company and not by the recruiter. You will have to be patient and build up your confidence with each interview.

2. What is the structure of a CV?

Usually there is a standard structure used in CVs, according to the Europass portfolio[2].

The first section of the CV is dedicated to PERSONAL INFORMATION – name, family name, contact details. A very important aspect to remember here is how you design your email address

[1] The *sales pitch* refers to promotion by means of an argument and demonstration. is a short summary used to quickly and simply define a profession, product, service, organization, or event and its value proposition

[2] You can access the website here: https://europass.cedefop.europa.eu/ro/documents/curriculum-vitae Last access: 28.02.2015

– DO NOT USE your nickname when creating your account on any email platform, ALWAYS use your real name and a significant detail (birth year, a specific number).

Also, check your grammar – you would be amased how many candidates misspell their name or even their email address out of pure lack of concetration or focus.

The second section of the CV refers to THE POSITION YOU ARE APPLYING FOR. You should fill in this part only if the recruiter specifies it in the job announcement. This is usually a piece of information the candidate should mention and present arguments in the Motivation Letter[3].

The third section of the CV refers to your WORK EXPERIENCE. When you have recently graduated from high-school, being underaged, your working experience can be quantified differently. Here you should mention the following information:

a. Volunteering experience
b. Mobility(ies) experience
c. Summer internships = Professional experience

All these experiences can be prooven by a certificate or a recommendation – remember to ALWAYS ask for one from your "employer". Also ask for permission from your employer to use his/her name and phone number for referrals. Asking for permission shows respect and helps you maintain a good relationship with that person in the future.

At this stage you have to remember the following aspects:

a. Keep your CV organized and formatted
b. Keep your CV current and update it regularly
c. Keep CV examples that are well-done

Also when dealing with your experience, remember the benefits of VOLUNTEERING. It allows you to acquire skills and competences for FREE, before and after your get a job or an internship. Try to focus on high quality organisations that manage their volunteers in a professional manner.

One aspect required by the CV section is to present the activites and responsabilites your were in charge with. This is kind of tricky, but you have to *customise* and *adapt* your experience in order to match the minimum requirements of the position/internship your are applying to.

The fourth section of your CV is dedicated to EDUCATION AND TRAINING. Since you are recent graduates, this is best moment in your CV writing to focus on you *transferable skills*. Here are some examples and useul tips on how to approach them:

- **Written and verbal communication** – do you blog?...if you do your Daily Diary (see your Mobility Folder) that is written communication...have you ever been examined in a verbal manner? – that is verbal communication
- **Computer Skills** – these skills do not refer to the simple acces of browsers. You have to develop your intuitive side in orde to understand how several software

[3] You can find useful information on how to write a Motivation Letter on the following portals: http://www.best.eu.org/student/courses/howToWriteAMotivationLetter.jsp and http://motivationalletter.com/category/scholarship/ Last access: 28.02.2015

programmes work, such as Microsoft Publisher (if you want to design newsletters for your school magazine) or Prezi (if you want to design a powerful presentation for you class project) or Fotor.com (if you want to create outstanding photo collages for your class boards or personal use) .

- **Problem Solving Ability** – has something in your house broken down?....Did you have some problems to do at math?....Were you locked in somewhere by accident? Have you ever got stuck in an elevator?..Have you ever had a deadline and you missed it?
- **Ability to change and adapt to change** – has your favourite teacher left your class?....Did you have to move?
- **Customer Service Experience** – Have you ever served breakfast to your parents or your sister? How do you responde when someone phones you or IMs you?
- **Management experience** – in your volunteering experience were you ever in charge of a small group of people?...have you ever managed more than 5 tasks at once? Did your organise the prom or a charity event in your school?..Do you delegate?

The fith and sixth section are dedicated to you skills. Here are some online portals where you can find tips and information on how to better asses yourself and your skills:

- http://disco-tools.eu/disco2_portal/europeanDocuments.php
- http://fra.europa.eu/sites/default/files/europass_instructions_en.pdf
- http://europa.eu/legislation_summaries/education_training_youth/lifelong_learning/c11090_en.htm
- https://www.youthpass.eu/da/youthpass/for/youth-initiatives/learn/information/

3. What aspects matter to the recruiter?

We have enclosed a minimum of 10 aspects which recruiters pay attention to:

a. **Location**. If the client is in a different location and you are not – goodbye. Few if any clients want to relocate anyone in this economy, and most shouldn't have to. Especially in huge metropolitan areas. If they do have to consider relocation, the position has to require some very unique experience that few jobs do.

b. **Industry.** If the recruiter is in banking and your background is primarily manufacturing – goodbye. These two often are so different that the client isn't open to considering such different industries. This works both ways, if you have a manufacturing background, you are not going to consider a position in banking.

c. **Function.** If a recruiter is doing a sales search and your background is not sales – goodbye. Generally companies are paying recruiters to find them a perfect fit. They never do find a perfect fit, but they have to be very close. They don't need a recruiter to find them someone in a completely different function.

d. **Level.** If the recruiter is doing a level search for middle management and your background is beginner level, then it is clear that you do not match. If you are interested in entry-level

positions, narrow down your search and apply only to those positions that match your level of expertise.

e. **Recent Experience.** The key two elements here are experience and the *freshness* of your experience. Considering that you are at an entry-level, customise and adapt your background to fit the minimum requirements of the positions/internship you are applying for.

f. **Education** Holding a BA and an MA degree is a qualifier of many. Any recruiter will consider this aspect as a Yes or No barrier.

g. **Turnover.** If you have had 6 jobs in the last 4 years, or have a track record of high turnover – it will make the recruiter question your motivation for applying.

h. **Functional resume.** A functional resume focuses on your skills and experience, rather than on your chronological work history. It is typically used by job seekers who are changing careers or who have gaps in their employment history. In this way, specific skills and capabilities are emphasized to highlight the potential.

i. **Obvious things** such as, spelling errors, poor format, errors in grammar, too long, *verbose* and *rambling*. If after reading it the recruiter still can't figure out what you do, then goodbye.

Part II: How to integrate the CV in our portfolio when applying for a scholarship/ internship

When considering your portfolio, always develop a table of contents. It will help you and your recruiter to have an idea about your skills, experience, assets and whether you may fit the position or not.

A table of contents looks like this:

1. Personal Statement (a quote)
2. A short Bio
3. Social presence
4. Blog
5. CV
6. Highlights
7. Contact Info

A personal statement means you have to think about yourself and about what makes you stand out in a good way. The first thing you need to do is brainstorm and write down everything that comes to you and that shows why you are excited about the internship/position/course you want to attend. You have to be positive and show what is your passion crafted out of. Tell the recruiters how you got excited about this particular course/internship – did you read an article about it, did it inspire you to change something in your community or see a lecture from somebody which determined you to write a good project about that issue. These are the aspects that universities are looking for. You can get all this information from volunteering, and mobility experiences, outside reading – in order to obtain the evidence you need to back up your interest in the course/internship.

After you covered these aspects, you have to think about your skills and how they are going to help you during the internship/course you are applying for. Here you have to think about the *transferable skills* which we covered earlier. Also, talk to your friends, parents, collegues – ask them to tell you why they consider you a great friend or collegues, why you are unique to your parents, what makes you stand out. You might discover things about you that you had no idea...and these are the things that will help you in writing your personal statement.

After all said and done, you have lots of words, but no structure. What do you do? Condens it and start with a punchy opening paragraph, in which you tell the recruters why you are incredibly excited about the course/internship and why you really understand what the course/internship is about. The middle chuncky paragraph is where you mention all the evidence you need to prove your interest and some details about your skills and qualities. The final paragraph is your personal touch – this is the part where you show why you are unique.

The Bio

A well-crafted bio should be the main focus of your portfolio. This will most likely be your home page. Introduce yourself to your audience in a powerful, memorable way. Writing a great bio should take more time than any other piece of your portfolio! Write a few different versions and test with friends and family. Ask them to read one of your versions and write down the 3 adjectives that come to mind after a read-through. Are those the descriptors you were hoping for? Keep refining your bio until you're certain that the version you choose will be successful in capturing audience interest and compelling them to take the action you want.

A great bio is not artificial - it has to represent you...so use YOURSELF as an inspiration.

Show your age, but in a professional manner.

DO

I've been involved in volunteering projects for regional and national organisation for almost three years.

DON'T

I am a 19 years old young graduate just starting in the industry.

Take professional headshots but keep them creative and representative – let the real YOU come out of them, not the customized you

Social presence

Here you have to remember that everything you post online will come back to haunt you…and I mean everything. If you are online on social media networks remember that the information, once posted, stops being private…so it represents you. Manage your presence carefully and put yourself in the *shoes* of your recruiter.

If you blog, think about your blog styles, blog structure, blog theme and blog calendar. All these aspects should and could show your creative side within these approaches. A blog can sometimes be a compliment to your portfolio allowing you to keep potential employers right up to date with what you are doing. You can ask for comments from viewers on your latest work. Keep it professional!

Your CV/Resume

Your CV is like the data base for your portfolio – in it you have to mention all the details that are highlighted throughout the portfolio. You have to present them in an organised manner, concise and up to date.

Highlights

If It's All You Have, Show It – SCHOOL PROJECTS

Since you arere fresh out of school and have no client work, then you should absolutely be encouraged to build a site to show off your projects and the part you played in them. Potential clients won't mind, especially if that inexperience comes with a low price tag.

Show Paid Work When Possible

That being said, once you've been out in the real world for a little while and have a few projects to show off, you should consider pulling down your student work, meaning keep your online site/page up-to-date so that the potential customers don't get confused and change their first impression about you.

Part III: How does the CV reflect in the interview[4]

You have to remember that your CV (resume) is a snapshot of who you are and can be. Therefore it has to represent you. So ask yourself this question everytime you enclose a new piece of information in your CV – does it represent ME?

Preparing for the interview is an important part of the process - you have to see your CV through the looking glass of the recruiter.

In order to help you in this process, we found 4 main questions you should think about when writing you CV so that you can anticipate some of the situations during your interview.

Question 1: What are my biggest achievments?

Forget the CV format; just close your eyes and think of the 5 or 6 biggest achievements that have really meant something to you. They can be things that made a difference, or really stretched you out of your comfort zone, or required a lot of influencing. Whatever they are, they've got to be quantifiable achievements that will give whoever reads your CV an insight into how effectively you operate.

Question 2: Where have I added value and made a real difference?

Too many CVs reflect a list of duties and responsibilities that look like they have been cut and pasted from a job description. You need to bring the CV to life, give it colour and substance, let anyone reading it know what you have done that really made a difference to your peers or project team. It doesn't have to be a dramatic change, it can be something that simplified or enhanced a process that was already there.

Question 3: What is most important to me about my job?

[4] http://www.jobsite.co.uk/worklife/four-questions-when-you-write-cv-9538/

So many candidates list the 'biggest' duty under a job title. Invariably it will be something to do with managing people, or standing in for a senior colleague, or having taken a lead on a project, maybe around recruitment or talent. Whatever is listed first is quite often the thing that means most to you, the key achievement…you need to make sure that it's relevant for the type of role that you want. There is little point listing management as your major responsibility or achievement if you aren't looking to apply for a role involving management.

Question 4: Why am I reading this?

Last question is not for the jobseeker, but for the person reading the CV. They've got a vacancy to fill and your CV has come to them, whether directly or through a third party. Why are they reading it? How does your CV fit with what they want? If they have to hunt for the clues and piece it together then chances are they'll move on to the next one.

Part IV: Aspects of verbal and non-verbal communication when preparing for an interview[5]

5 Tips for verbal communication during job interviews

- ✓ **'The voice'**: Speak with a clear volume and take care of your pronunciation, intonation and rhythm. Provide variety in your intonation and speak in a calm manner. Concentrate on your breathing while speaking. This avoids a hasty impression. Further, avoid filler words, such as 'yes',' uhm' and 'so', and definitely don't sigh after a question. Use short and simple sentences, finish your sentences and stick to the structure of the job interview.
- ✓ **Always look on the bright side of life** Always be positive when telling your story. Don't tell just what went wrong in previous experiences, but also discuss how you solved issues and which lessons you learned while doing so. Always be honest in your answers and always emphasize the positive!
- ✓ **Beware! You know more than your recruiter.** Remember that the recruiter may not have the same background as you. He or she is not a technical specialist and may not have the same knowledge and experience. So don't try to be the all-knowing professor during the job interview. Provide thorough answers but avoid the small technical details. Distinguish between main and side issues. If something is not clear then the recruiter will ask additional questions.
- ✓ **Do you have any questions for us?** Yes, of course you still have questions! Prepare some interesting questions about the company and your specific position prior to the job interview. This will emphasize your interest in the company in your position. Try to avoid open questions and questions to which you could find the answer on the website or somewhere else. Also provide example answers. This way you can make it easier for the recruiter and you can showcase your vision.

[5] Find more at: http://www.skillsyouneed.com/ips/nonverbal-communication.html#ixzz3T3UKFDhn Last access 28.02.2015

- ✓ **Thank you!** Thank the recruiter for the invitation and his or her time and walk out in a decent way. Be aware that you may still be watched, so keep your dance of joy or your frustrations for a later time.

5 Tips for non-verbal communication during job interviews

Before presenting the suggestions we thought of, let's find out more about interpersonal and non-verbal communication.

Interpersonal communication not only involves the explicit meaning of words, the information or message conveyed, but also refers to implicit messages, whether intentional or not, which are expressed through non-verbal behaviours.

Non-verbal communication includes facial expressions, the tone and pitch of the voice, gestures displayed through body language (kinesics) and the physical distance between the communicators (proxemics). These non-verbal signals can give clues and additional information and meaning over and above spoken (verbal) communication.

Types of non-verbal communication

When we communicate, non-verbal cues can be as important, or in some cases even more important, than what we say. Non-verbal communication can have a great impact on the listener and the outcome of the communication.

There are many different aspects of non-verbal communication including:

Body Language or Body Movements (Kinesics)

Body movements include gestures, posture, head and hand movements or whole body movements. Body movements can be used to reinforce or emphasise what a person is saying and also offer information about the emotions and attitudes of a person. However, it is also possible for body movements to conflict with what is said. A skilled observer may be able to detect such discrepancies in behaviour and use them as a clue to what someone is really feeling.

Research work has identified the different categories of body movement that are detailed below with each category describing the purpose they commonly serve:

- ➢ **Emblems**: Gestures that serve the same function as a word are called emblems. For example, the signals that mean 'OK', 'Come here!', or the hand movement used when hitch-hiking. However, be aware that whilst some emblems are internationally recognised, others may need to be interpreted in their cultural context.
- ➢ **Illustrators**: Gestures which accompany words to illustrate a verbal message are known as illustrators. For example, the common circular hand movement which accompanies the phrase 'over and over again', or nodding the head in a particular direction when saying 'over there'.
- ➢ **Affect Displays**: These are facial expressions or gestures which show the emotions we feel. These are often unintentional and can conflict with what is being said. Such expressions give strong clues as to the true emotional state of a person.

- **Regulators**: Gestures used to give feedback when conversing are called regulators, for example head nods, short sounds such as 'uh-huh', 'mm-mm', and expressions of interest or boredom. Regulators allow the other person to adapt his or her speech to reflect the level of interest or agreement. Without receiving feedback, many people find it difficult to maintain a conversation.
- **Adaptors**: Non-verbal behaviours which either satisfy some physical need such as scratching or adjusting uncomfortable glasses, or represent a psychological need such as biting fingernails when nervous. Although normally subconscious, adaptors are more likely to be restrained in public places than in the private world of individuals where they are less likely to be noticed. Adaptive behaviours often accompany feelings of anxiety or hostility.

Posture

Posture can reflect people's emotions, attitudes and intentions. Research has identified a wide range of postural signals and their meanings, such as:

- **Open and Closed Posture:** Two forms of posture have been identified, 'open' and 'closed', which may reflect an individual's degree of confidence, status or receptivity to another person. Someone seated in a closed position might have his/her arms folded, legs crossed or be positioned at a slight angle from the person with whom they are interacting. In an open posture you might expect to see someone directly facing you with hands apart on the arms of the chair. An open posture can be used to communicate openness or interest in someone and a readiness to listen, whereas the closed posture might imply discomfort or disinterest.
- **Mirroring**: Notice the way a loving couple relate to each other. You might like to observe a close relationship in person or on television. You will see that the partners' postures will match, as if one partner is a mirror reflection of the other. For example, if one partner drapes an arm over the back of a chair this might be replicated in the other person's position. If one partner frowns, it could be reflected in the other partner's facial expression. This 'mirroring' indicates interest and approval between people and serves to reassure others of interest in them and what they are saying.

Eye Contact

Eye contact is an important aspect of non-verbal behaviour. In interpersonal interaction, it serves three main purposes:

- To give and receive feedback: Looking at someone lets them know that the receiver is concentrating on the content of their speech. Not maintaining eye contact can indicate disinterest. Communication may not be a smooth process if a listener averts their eyes too frequently.
- To let a partner know when it is their 'turn' to speak: This is related to the above point. Eye contact is more likely to be continuous when someone is listening, rather than speaking. When a person has finished what they have to say, they will look directly at the

other person and this gives a signal that the arena is open. If someone does not want to be interrupted, eye contact may be avoided.

- To communicate something about a relationship between people: When you dislike someone, you tend to avoid eye contact and pupil size is often reduced. On the other hand, the maintenance of positive eye contact signals interest or attraction in a partner.

Para-language

Para-language relates to all aspects of the voice which are not strictly part of the verbal message, including the tone and pitch of the voice, the speed and volume at which a message is delivered, and pauses and hesitations between words.

These signals can serve to indicate feelings about what is being said. Emphasising particular words can imply whether or not feedback is required.

Closeness and Personal Space (Proxemics)

Every culture has different levels of physical closeness appropriate to different types of relationship, and individuals learn these distances from the society in which they grew up.

In today's multicultural society, it is important to consider the range of non-verbal codes as expressed in different ethnic groups. When someone violates an 'appropriate' distance, people may feel uncomfortable or defensive. Their actions may well be open to misinterpretation.

In Western society, four distances have been defined according to the relationship between the people involved, the study of personal space is termed *proxemics*.

These four distances are associated with the four main types of relationship - intimate, personal, social and public.

Each of the distances are divided into two, giving a close phase and a far phase, thus making eight divisions in all. It is worth noting that these distances are considered the norm in Western Society:

- Intimate Distance: Ranges from close contact (touching) to the 'far' phase of 15-45cm. In British society, it tends to be seen as an inappropriate distance for public behaviour and, as mentioned above, entering the intimate space of another person with whom you do not have a close relationship can be extremely disturbing.
- Personal Distance: The 'far' phase of personal distance is considered to be the most appropriate for people holding a conversation. At this distance it is easy to see the other person's expressions and eye movements, as well as their overall body language. Handshaking can occur within the bounds of personal distance.
- Social Distance: This is the normal distance for impersonal business, for example working together in the same room or during social gatherings. Seating is also important; communication is far more likely to be considered as a formal relationship if the interaction is carried out across a desk. In addition, if the seating arrangements are such that one person appears to look down on another, an effect of domination may be created. At a social distance, speech needs to be louder and eye contact remains

essential to communication, otherwise feedback will be reduced and the interaction may end.

- Public Distance: Teachers and public speakers address groups at a public distance. At such distances exaggerated non-verbal communication is necessary for communication to be effective. Since subtle facial expressions are lost at this distance so clear hand gestures are often used as a substitute. Larger head movements are also typical of an experienced public speaker who is aware of changes in the way body language is perceived at longer distances.

Now that you are more familiar with tha basics of non-verbal communication, here are the 5 tips we prepared for your interview:

- ✓ **The Handshake:** It's your first encounter with the interviewer. She holds out her hand and receives a limp, damp hand in return -- not a very good beginning. Your handshake should be firm -- not bone-crushing -- and your hand should be dry and warm. Try running cold water on your hands when you first arrive at the interview site. Run warm water if your hands tend to be cold. The insides of your wrists are especially sensitive to temperature control.
- ✓ **Your Posture:** Stand and sit erect. We're not talking ramrod posture, but show some energy and enthusiasm. A slouching posture looks tired and uncaring. Check yourself out in a mirror or on videotape.
- ✓ **Eye Contact:** Look the interviewer in the eye. You don't want to stare at her like you're trying to look into her soul, but be sure to make sure your eyes meet frequently. Avoid constantly looking around the room while you are talking, because that can convey nervousness or a lack of confidence with what is being discussed.
- ✓ **Your Hands:** Gesturing or talking with your hands is very natural, but keep it in moderation. Getting carried away with hand gestures can be distracting. Also, avoid touching your mouth while talking. Watch yourself in a mirror while talking on the phone. Chances are you are probably using some of the same gestures in an interview.
- ✓ **Don't Fidget:** There is nothing worse than people playing with their hair, clicking pen tops, tapping feet or unconsciously touching parts of the body.

Part V: How (not) to behave during an interview

In this part we are going to present 20 ways to impress your recruiter and 10 common mistakes made at a job interview.

20 ways to impress your recruiter[6]

- ✓ **Be prepared**: Make sure you know where the interview is held, the scheduled time, the name of the recruiter and the corect pronunciation;

[6] Source http://www.myhorizon.com.au/20-ways-to-impress-your-interviewer Last access 28.02.2015

- ✓ **Know the style of the interview**: Ask whether it will be a one-to-one interview, a panel interview with other people or group assessment activity. Ask if there will be any testing involved. Knowing the style will help you prepare better for the event**;**
- ✓ **Allow for delays**: If you are taking public transport, allow extra time for delays. If you are driving , allow time to find a parking space, so you do not feel rushed and stressed before the interview;
- ✓ **Arrive 5 to 10 minutes early**: It is never acceptable to be late. The benefit of arriving early for the interview if it is being held in the company's headquarters is that you can check out the office and geet a feel of its image and how people are dressed;
- ✓ **Dress appropriately**: Adopt a conservative aproach. Choose formal colours, such as navy, grey or black. Do not wear too much jewellery and avoi strong parfumeor overbearing aftershave;
- ✓ **Shake hands when you meet**: Have a firm handshake and maintain eye contact whilw you do this. If you do not know how to shake hands properly – learn and practice;
- ✓ **Smile**: Look your interviewers in the eye and they will smile back at you. Keep smiling through the whole interview;
- ✓ **Watch your body language**: Do not fidget; keep your hands folded in your lap and do not shake your legs;
- ✓ **Use the STAR technique**: Most interviewers use a competency-based interview technique. They ask questions to help them gain an understanding of your STAR means: Situation, Task, Action and Result. When the interviewer asks you a question always try to respond with a specific answer such as: "The situation or the task was...", "The actino I took was..." or "and the result was...";
- ✓ **Take notes**: Let the interviewer know you will be writing down points as you discuss the role. This will help you remember details and also give you something to do with your hands;
- ✓ **Use a nice pen**: Do not use a cheap pen for your job interviews. If you cannot afford a nice one, borrow it from someone. These small details can help you to create a good impression;
- ✓ **Do your research**: Review the details on the website of the company, get a copy of the annual report or ask friends of yours who work in the company to tell you more about the organisation. This will help you ask some intelligent questions about the business;
- ✓ **Know your resumé well**: Be confident each time you talk about a section of your CV and focus on your achievments;
- ✓ **Keep a spare**: Always carry a copy of your resumé with you to hand it to the interviewer should he/she require it.

- ✓ **Avoid coloured or plastic folders**: Your resumé should be printed on white paper and the sheets should be stapled. The recruiter may find plastic folder annoying;
- ✓ **Use positive language**: Use phrases like “When I am in the role”, “When I start the job” and ”When I begin working for your“ to make it look as if you have already been offered the job;
- ✓ **Interview the interviewer too**: This is not just about them checking you out.You need to ask question and get a feel of the company to determine if you would like to work there;
- ✓ **Prepare questions**: You could ask questions like *When will I be notified if I am successful for the job?, When will I start this new job?, How many people will I be working with?, What is the dress code?*;
- ✓ **Send a thank you note**: After you leave the office, write your interviewer a note to thank him/her for his/her time and post it the same day. This will leave a good impression and make an impact on your interviewer’
- ✓ **Make an impression**: Be cool, calm and collected. You can count on a successful interview when you are well prepared, confident and act appropriately.

10 common mistakes made at a job interview and how to avoid making them

- ⌦ Failing to ask for the JOB! / If YOU want it then go get it!
- ⌦ Failing to set YOURSELF apart from the other candidates! / You are ONE of a kind, so why not show it?
- ⌦ “Winging” the interview! / Be prepared and DON’T test your luck!
- ⌦ Trying to be ALL things to ALL people! / Be YOURSELF and EVERYONE will get YOU!
- ⌦ Concentrating too much on what you want! / In order to be considered as a potential leader, you have to show you can think and work in a team!
- ⌦ Inadequate research about your potential employer! / If you consider yourself to be unique and original, then so should the information you rely on – look for AUTHENTIC not for SMALL TALK!
- ⌦ Not showing enough ENTHUSIASM! / If YOU don’t show it, NEITHER will they!
- ⌦ Lacking humour, warmth and personality! / Do NOT let your emotions turn you into an emotionless robot!
- ⌦ You show TOO MUCH enthusiasm! / Try to BALANCE your positive energy!
- ⌦ Overexplaining why you left your previous job! / Go for simple and to-the-point explanations!

Chapter 2: INTERVIEW QUESTIONS

1. Tell me something about yourself

   a. this shows the level of self-evaluation, in terms of personal and professional aspects which might be relevant for the job;
   b. always start by saying your name, your age and then talk about your previous experience, highlighting the strong and weak points;
   c. also share some information about your proudest achievements and goals;
   d. if you have the opportunity talk about your volunteering work, **not** about your hobbies

2. What do you know about our company?
   a. the response to this question reveals whether the applicant has done his/her research on the organisational culture, projects and activity domain of the company;
   b. look on the institution's website to get a clear picture of what it does, its products and its organisational culture. **Do not trust** what you find on other social media and/or forums about the company – it might be a former employee or just the competition of that company you are applying for;
   c. the only authentic information you will ever need is only on the company's website;
   d. it also allwos for the recruiter to see the level of analytical skills and if the applicant is detail oriented or not
3. What do you know about the position you are applying for?
   a. the response reveals again the knowledge of the applicant, previous experience and if the candidate is capable of handling the tasks of the position to be filled
4. What makes you a great asset for our company?
   a. this alllows the candidate to create a connection between his professional goals and the organisational culture of the company
5. What is your previous experience?
   a. this shows how well does the applicant know his weakenesses and strengths
6. Why did you leave your former job?
   a. it also allows an insight into his/her background and also the level of honesty
   b. confine your words to better opportunities
7. Why should we hire you?
   a. this will reveal if the candidate is capable of selling himself/herself as an asset for the company
   b. it will also reveal some traits of personality of the applicant – leadership qualities, type of thinking (critical, implementation, conceptual, innovative, intuitive[7])
8. When asked creative questions, known also as the Google qustions like *Why are manhole covers round?* or *How many golf balls can fit in a school bus?*
   a. do not panic, be creative and honest;

[7] http://www.forbes.com/sites/work-in-progress/2012/03/27/how-to-develop-5-critical-thinking-types/

b. if the type of job/internship you are applying for requires creativity, than look them up before going to the interview...not necessarily to find the right answer, because there is none.

Chapter 3 : PORTOFOLIO GUIDE[8]

You need a portfolio to showcase your work and to help to demonstrate your skills to prospective employers. Nothing impresses more than a beautifully presented portfolio at an interview. But don't send it unless requested. Always bring it with you if you have an interview.

- Go for quality, not quantity: employers will probably spend only a few minutes looking at your portfolio, especially at interview. Less can be more so select only your strongest work.
- Put your portfolio on a web site if possible as it is so easy to access. You then simply need to provide the web link on your CV.
- Make sure that the portfolio is carefully laid out and in the correct order.
- All items need to be clear and easy to understand
- A physical portfolio can include anything that is portable! Anything flat can be folded into a portfolio, but you are not restricted to things that can fit inside the portfolio! If an item is too large to take to the interview take high quality photos of it to show with close ups to elicit details.

What should my portfolio include?

A good portfolio would probably have most of the following

- An index of the contents
- Your CV including your interests and any evidence of project management skills.
- Perhaps a profile or personal statement
- Your key achievements and skills
- Examples of your work of course with good documentation.
- Place the best and most relevant work/projects first and start and finish with strong pieces of work.
- Include a variety of examples of work (volunteering or paid for) you have done.
- Your main example needs to reflect your strengths and your creative approach and flair.
- Items that show your thought process and development of ideas are valuable: sequence of photos for example.

[8] More information can be found at http://www.kent.ac.uk/careers/cv/portfolios.htm Last access: 27.02.2015

- ❖ Production portfolios can also include budget sheets, idea pitches and marketing materials.

Chapter 4: INTERVIEW SIMULATION

On 10.03.2015, at 15.00 p.m. you will be expected to simulate an interview for one of the following positions at the following companies:

1. KLEINFELD CHOCOLATE COMPANY (ROOM A)
   Position to be filled: Intern in the MARKETING DEPARTMENT
2. PINOCHIO KID'S CLOTHES COMPANY (ROOM B)
   Position to be filled: Intern in the EVENTS DEPARTMENT
3. TRAVELPLAZA TOURISM AGENCY (ROOM C)
   Position to be filled: Intern in the MARKETING DEPARTMENT
4. CLOSE TO YOU SOCIAL ECONOMY FOUNDATION (ROOM D)
   Position to be filled: Intern in the COMMUNICATIONS DEPARTMENT

You are going to apply for the position :

INTERN IN THE MARKETING DEPARTMENT AT KLEINFELD CHOCOLATE COMPANY

The main responsabilities for each of the position are detailed below.

KLEINFELD CHOCOLATE COMPANY (ROOM A)

Position to be filled: Intern in the MARKETING DEPARTMENT

Level: Entry

Our company headquarters in Bonn is looking for a candidate who will be responsible for assisting and supporting the Marketing Department with a variety of social media and marketing initiatives.

Primary duties:

Social Media focus includes:

- ➢ Assist with social media engagement by helping manage Kleinfelds's social channels.
- ➢ Drafting and editing copy for social channels.
- ➢ Monitoring social media web analytics on a weekly basis (e.g. page views, twitter followers), and provide reports of growth and other activity.

Marketing/advertising focus includes:

- ➢ Engaging with marketing teams on a regular basis to brainstorm ideas for new and innovative marketing and social media campaigns.
- ➢ Assist with gathering data for marketing reports and supporting a variety of marketing and advertising programs.

General responsibilities include, but are not limited to:

- Researching industry-specific sites (blogs, forums, etc) for product reviews, customer comments, and other relevant marketing information.
- Maintaining marketing program files.

Requirements

- Must have excellent organizational skills, attention to detail, and the ability to prioritize in a changing environment
- Must have excellent interpersonal skills and follow- up skills
- Proactive problem prevention and issue resolution leadership ability
- Leadership potential
- Proficiency in Microsoft Word, Excel, Internet, and Outlook required
- Knowledge and experience with Facebook, Twitter, YouTube and other social media platforms
- Ability to learn other software programs
- Strong verbal and written communication skills required
- Ability to work independently and as part of a team

Majors

Marketing, Sales, Advertising, Computer Science, Mathematics, Language

Other details

The internship is paid. (10 EURO/hour)

PINOCHIO KID'S CLOTHES COMPANY (ROOM B)

Position to be filled: Intern in the EVENTS DEPARTMENT

Level: Entry

Our company office in Bratislava is seeking an Event Planning Intern to assist in the Marketing and Communications Department. Under general supervision, the Event Planning Intern will assist in all functions related to planning, organizing, and marketing PINOCHIO's public events. This position requires some Saturday and weekend work.

Primary duties:

- Planning, coordination, and management of PINOCHIO events
- Coordination with event partners and partner staff
- Managing a budget
- Working with a team to obtain proper permits
- Working with a team to plan and execute all logistical items for the PINOCHIO Parade and Week Events
- Working with a team to organize parking, traffic control, security, first aid, hospitality, media and talent
- Working with a team to coordinate staffing and volunteer requirements
- Prepare logistic documents for all vendors

- Day of event management
- Post event evaluation
- All other duties approved by supervisor.

Requirements

- Has or is working towards a Bachelor's degree in event planning, marketing, communications, or related field.
- Experience planning events
- Experience creating marketing materials such as flyers and invitations
- Familiarity with Microsoft Office Suite
- Good organizational skills
- Great communication skills and outgoing personality
- Must have excellent interpersonal skills and follow- up skills
- Proactive problem prevention and issue resolution leadership ability
- Ability to work independently and as part of a team

Other details

The internship is paid. (15 EURO/hour)

TRAVELPLAZA TOURISM AGENCY (ROOM C)

Position to be filled: Intern in the MARKETING DEPARTMENT

Level: Entry

Our company office in Santarém is looking for an intern in order to provide him/her with a breadth of experience in marketing the travel business, which includes the on-line presence, commercial & financial analysis as well as product development. Successful intern will have an opportunity to get a better understanding of the industry and learn how to deal with customers and provide the service of highest standard.

Primary duties:

The Online Presence focus includes:

- Assist with social media engagement by helping manage Travel Plaza's social channels.
- Drafting and editing copy for social channels.
- Monitoring social media web analytics on a weekly basis (e.g. page views, twitter followers), and provide reports of growth and other activity.

Commercial and financial analysis focus includes:

- Assist with gathering data for marketing reports and supporting a variety of marketing and advertising programs.
- Assist with cost control on different packages (social tourism, cultural tourism, tourism designed for 50+ category)

Product development focus includes:

- Researching industry-specific sites (blogs, forums, etc) for product reviews, customer comments, and other relevant marketing information.

- Maintaining marketing program files.

Requirements

- Must have excellent organizational skills, attention to detail, and the ability to prioritize in a changing environment
- Must have excellent interpersonal skills and follow- up skills
- Proactive problem prevention and issue resolution leadership ability
- Leadership potential
- Proficiency in Microsoft Word, Excel, Internet, and Outlook required
- Knowledge and experience with Facebook, Twitter, YouTube and other social media platforms
- Ability to learn other software programs
- Strong verbal and written communication skills required
- Ability to work independently and as part of a team

Majors

Marketing, Sales, Advertising, Computer Science, Mathematics, Language

Other details

The internship is paid. (10 EURO/hour)

CLOSE TO YOU SOCIAL ECONOMY FOUNDATION (ROOM B)

Position to be filled: Intern in the COMMUNICATIONS DEPARTMENT

Level: Entry

CLOSE TO YOU social economy foundation, a leading non-profit social, cultural and educational institution, seeks a Marketing and PR intern to provide support to the Communications Department.

Primary duties:

The intern

- will learn and provide online outreach for public programs and exhibitions;
- assist with social media updates and strategy;
- compile program and events data;
- proofread/edit ads and other correspondence;
- conduct research on potential marketing venues;
- collaborate with other organizations and foundations;
- create press kits;
- learn the beginning and see-through on special projects.
- learn to manage a budge
- work with a team to obtain proper permits
- with a team to coordinate staffing and volunteer requirements
- be in charge of day of event management
- be in charge with post event evaluation
- handle all other duties approved by supervisor.

Requirements

- The intern should be a team player who is creative, enthusiastic, and highly poised,
- Strong organizational skills and attention to detail.
- Excellent writing, editing, and communications skills are required.
- An interest in social media (especially Twitter and Facebook) and social economy is a must.
- Must have excellent interpersonal skills and follow- up skills
- Proactive problem prevention and issue resolution leadership ability
- Ability to work independently and as part of a team

Other details

We are looking for someone who is currently a college student and can devote a minimum of two full days per week. The internship is paid. (8 EURO/hour)

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