



## INTERVIEW QUESTIONS FOR COMMUNICATION MAJORS

When applying for a communications or public relations position, your interviewer will want to know that you can tell a good story. Practice ahead of time and know if your interview is by phone, online, or in-person. For an in-person interview, arrive at least 15 minutes early and enter the premises 8–10 minutes early. Bring copies of your resume and reference sheet with you to offer.

### Preparation:

Research your employer thoroughly, refine your resume, select appropriate attire, create a list of questions to ask the employer, and get a good night's sleep. Also be sure to familiarize yourself with the interview's location.

### Practice:

Set up a mock interview with Career Collaborative, a friend, family member, or colleague. Rehearsing your responses is a great way to boost your confidence and craft how you communicate your experiences. Remember to research the company and tailor your responses to show how your talents and personality match the position. Practice avoiding words such as "uh," "um," "you know," and "like," and bad body language habits of twirling hair, tapping a foot, or drumming fingers.

### Presentation:

When answering questions, remember the "3 P's":

- **Ponder:** take a moment to reflect on why the employer has asked a question. This will help you frame your response and speak to the skill set, value, or ability being measured.
- **Prove:** if you say that you have developed excellent organizational skills, give specific examples of situations where you demonstrated a high level of organization.
- **Project:** always be genuine and confident in responding to questions, asking questions, and meeting new people during the interview.

### Post-Interview:

Collect your interviewers' business cards so you can follow up with a thank-you card or email. After you leave the premises, take notes on everything you can remember and use the experience to further develop your interview techniques. Check back two weeks afterward unless you hear back sooner or are given different instructions.

## Common Interview Questions to Expect

- Tell us a little about yourself.
- Why are you interested in this position?
- What do you know about this organization?
- What do you consider your greatest strengths and weaknesses?



- How do you anticipate using the skills/knowledge you've acquired from your internship(s) and classes?
- Talk about a time when you were not able to build a successful relationship with a difficult person.
- Describe how your position in a group project contributed to your team's goals.
- Are you a "big-picture" person or a "detail-oriented" person? Give an example.
- Describe a time when you had to take a risk at work. What was the outcome?
- What would former coworkers/professors/supervisors say about you if we called them?
- Describe the work environment that you thrive in.
- How does your previous experience relate to the job we have open?
- How did you get along with your last supervisor?

## Interview Questions Specific to Communications

- What does PR/communications mean to you?
- Why do you want to work in this field?
- What skills have you acquired that could help you communicate and convey a client's message?
- How would you use social media to capture and impress a traditional media audience?
- How would you handle [a recall, corporate fraud, a conflict among coworkers, etc.]?
- Have you ever had to handle a social media crisis? What did you do?
- What qualities make a good communications employee? Which of these skills are you especially good at?
- Talk about a social media campaign you have worked on.
- Talk about a print campaign you have worked on.
- In what direction do you see the public relations and communications industry heading?
- Considering we have many clients, which of our projects was the most exciting for you and why?

## Asking Questions

So many people are concerned with making a good impression during a job interview that they forget it's a two-way street. You're there not only to market yourself, but to find out if the job and company are right for you. At the end of your interview, the interviewer will expect you to ask questions. Here are some options:

- What's an average day like?
- How would you describe the culture here?
- What qualities are you looking for in the person who fills this position?
- What is the next step in the hiring process? Or, when might you make a hiring decision?
- What tools/applications/languages do you use?
- What are the biggest opportunities and challenges facing the company or department right now?
- What typical projects or tasks do employees/student interns work on?
- What makes an employee/student intern successful? What traits are best suited for your company?



- How do the various members of the team work together? Who is the team leader?
- How would successful performance in this position be measured?
- Is there much turn-over in your company?
- What's your preferred management style?
- Do entry-level employees get to travel for work? Is that a perk or do they cover their own expenses?
- What makes new college graduates attractive?
- Are there opportunities for professional development?

## Top Traits Employers Seek

Every employer is looking for specific characteristics and the winning candidate will have the right combination of them. These are the top traits that employers want. In your interview, find a way to talk about the ones you have.

- Honesty/Integrity
- Dedication/Tenacity
- Loyalty
- Professionalism
- Self-Motivation
- Adaptability/Flexibility
- Reliability/Responsibility
- Positive Attitude
- Self-Confidence
- Willingness to Learn