

PREPARING FOR AN INTERVIEW IN PRODUCT, PRICING, MARKETING AND DIGITAL

The connection you have with the interviewer remains a significant part of a successful result. With today's increased expectations, you have to do so much more to demonstrate your ability to succeed in a role and secure an offer of employment. We have compiled a few key points to help you in your interview in Product, Marketing, Communications and Digital:

Make a 30, 60 and 90 day plan

This includes your role strategy, BAU activities, short and long term goals, key stakeholders, NPD and innovation and professional development. Most interviewees may not feel they have enough information to complete this accurately at the first interview stage but you can provide a relatively generic plan and tailor it as much as possible. This demonstrates your engagement and willingness.

Know your numbers

As a Product, Pricing, Marketing, Communications or Digital professional, you must be able to recite your numbers in your sleep:

- How has the product grown since you have been running it?
- What is the growth rate?
- What is the budget and portfolio size?
- What is the history of the commercials?
- What was your involvement in Campaign X?
- How did you measure the success of Campaign Y?

Have an answer to the question "Tell me about yourself"

Opening questions like this can be surprisingly hard to answer in an interview situation. I would suggest you talk to the interviewer about yourself for a couple of minutes (family, children, hobbies, travel) and then provide them context in a positive way as to why you are meeting with them. This is not an elevator pitch but a short story to help you connect to the interviewer and start the interview on a lighter note.



Know your strengths and development areas

While it might seem antiquated, this old school line of questioning has come back in full force. With emotional intelligence becoming increasingly important in hiring decisions, the interviewer will be looking to establish how self-aware you are about your development areas.

Lean on existing connections

Have a clear understanding of the business strategy, recent reshuffles and any challenges for the business you are interviewing for. You can do this by speaking to ex-colleagues or contacts you have who currently work for the business. Be targeted in what you ask them and do not be put off by disillusioned or disenfranchised ex-colleagues.

Ensure you have examples for competency based questions (refer to our examples!)

Rehearsing your examples for key product management and marketing activities is crucial. I would suggest you have at least 2 examples for:

- Working with difficult stakeholders;
- New product development, project management and closing a product;
- Completing a task you do not agree with;
- Influencing virtual teams;
- Negotiating with sales and pricing simultaneously;
- A marketing brief you developed for a recent marketing project or program.

PREPARING FOR AN INTERVIEW IN PRODUCT, PRICING, MARKETING AND DIGITAL (CONT.)

Provide evidence of your work

If it is in the public domain, take copies of your work and leave them with the interviewer. If this is not in the public domain, take hard copies of your work and ensure you take them back from the interviewer before you leave. While they may not have time to read it, they will get a good sense of your style and communications.

Have at least 10 questions to ask

Many of your questions will be answered in the interview, however if you have 10 questions prepared you will be guaranteed to have 2-3 left over at the end. Ensure these questions are important to you and be mindful of which questions you might ask members of staff. See Parity's suggested questions on the previous page.

OTHER RESOURCES & CURRENT VACANCIES

For more resources to assist you in taking the next step in your career, our current vacancies, or to stay up to date with current market insights and updates, visit our website here, or view some of our recent news and events below:

- [FY2021-22 Salary Guide & Insights - Product Management & Development](#)
- [FY2021-22 Salary Guide & Insights - Marketing, Communications & Digital](#)
- [End to End Interview Guide - Our Complete Guide](#)
- [Counter Offers - How to manage a counter offer](#)
- [Virtual Interviews - Best Practice](#)
- [Effective Digital Networking](#)
- [Working with Recruiters Effectively - 7 Top Tips](#)
- [FY2022 Market Insights & Predictions - May 2021](#)

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