**Mock interview 22 01 25**

**Candidate 2 – Azan**

Azan was very well prepared and came across as a friendly and empathetic person who would fit into any team situation.

We talked a bit about his assignment and the Bollywood proposal he had created. He explained how he had taken feedback on board to make the project more viable, with the idea of scaling up and building on success with a smaller event. He didn’t present this, but that was fine because we hadn’t asked for presentations and it gave us more time to focus on the interview questions.

What interests you in the role?

Helping the audience to learn new things.

Make them feel identified and connected – make sure they can relate to the museum.

People feel connected, support mental health.

We really liked the way Azan put the audience at the centre of his thinking.

Can you give an example of working as part of a team?

Work experience in a takeaway – waiter.

High pressure, lots of stress, sometimes confusion and arguments.

Don’t get mad or angry, support each other.

I really liked this example because Azan showed his willingness to resolve conflict in a team and remain calm under pressure. He really showed his personality.

What do you think are your greatest strengths that you could bring to this role?

Make a good working environment; think about what makes you want to come to work.

Respect, treat people well, try your best – you never know what’s going on in the background.

Confidence, leadership – Azan really demonstrated this.

Which communications channels do you think are going to be the most influential in the next 5 years?

Social media – streaming particularly – on people’s phones

Adapts to what people like

User generated stuff

Feeling part of a community

Can you tell us about a brand that you like and why you think it’s successful? Perhaps give an example of some digital content you particularly like from this brand.

Royal Enfield motorcycles – global brand started in India

Likes the tone of all their brand content - vintage vibe, history, reliable, high quality.

If you were creating a piece of digital content (for any social media channel of your choosing), how would you go about planning this? What do you need to consider?

Team – brainstorming, looking for ideas – asking friends – we like this as a starting point because it puts the audience first.

Understanding the vision/objectives, writing a script.

Gathering the right equipment, appointing a spokesperson or people.