**Mock interview 22 01 25 - Henry**

Before we went through the interview questions, Henry showed us two films he has recently made in the museum. They were brilliant and we felt we could just put them straight onto our Instagram account! He had clearly put a LOT of work into them but he didn’t take ages talking us through a presentation – this was an excellent approach because it gave us time to focus on the interview.

What interests you in the role?

Really likes creating social media

As well as making content fun and amusing, Henry loves following the brand guidelines – it’s satisfying. This really shows in the videos with the use of our font for the captions etc. It was good to have specific examples to talk about, rather than just being generally interested in working in the museum / in comms.

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

First example was the Aruba trip – two years ago – put into a team. There was an Art Fair – designed the billboards placed around the region. Also went round filming different artists.

Second example - works part time Hollywood Bowl. Good at staying calm – the other day, a customer whistled at me and asked them not to (respectfully). This made us smile – it showed Henry’s personality and also his professionalism.

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

Social media skills – been researching and practising for so long

Good eye for what works and what doesn’t

Consistency

All great – maybe you could look at the job description and draw out some more examples other than social media. Even if it’s just showing willingness to learn new things / curiosity about areas of comms you haven’t experimented with much.

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

AI is going to influence everything. This was an interesting angle because AI can cut across all kinds of communication channels.

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

100% apple – the whole ecosystem.

Consistency – everything is linked.

No adverts really – the products speak for themselves.

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?

Need to understand the product – talked through the approach to the two films he showed us at the start:

Did recce – saw there was Kodak and Wonderlab

Took about 20 mins filming stuff

Put all the clips into premiere pro

Then write the script

Then edit again

We thought this was an excellent approach because it allowed Henry to adapt the content according to things that happened on the day and new ideas that occurred to him, rather than sticking rigidly to a script / shot list.