**Mock Interview 22 01 25 - Asia**

Asia was very shy and seemed a little bit nervous. She warmed up as the interview progressed!

What interests you in the role?

Asia likes media and gaming, so feels a connection with the museum personally.

She likes the idea of inspiring people with educational content.

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

Team leader role for a college project.

Scheduling each other’s timetables and deadlines.

Had to make a news channel – so lots of collaboration and different skills coming together.

One of the students didn’t want to do anything, had a last minute appointment! So they had to think creatively about how to resolve the problem.

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

Problem solving

Creativity

Keen on inclusivity

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

Platforms like TikTok YouTube Instagram, Twitch

Younger audiences, new generations, that’s mostly what they use

 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.

Ferrari – showcasing luxury and performance

Don’t really see commercials – they get influencers / celebrities to promote their brand – this is more persuasive.

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?

Research the audience first and what platform they use

Think about how the content can be educational