

Arrived ready to present. with a professional tone.

Harley ran us through some updates to the photogrammetry 3d scanning concept.

We like the flyer and banner and the minimalist approach. I wasn't sure about the other flyers with 'no information. just for decoration.'

We agreed this was a good approach for Trend-Awa res - engaging and personal. It was good to have considered the practicalities - damage and theft. hefty cost.

Then we ran through the interview questions:

What interests you in the role?

Harley seemed a bit confused about the job title and hadn't taken much time to consider the job description.

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

Gave a good example of film production. which requires different skill sets to bring together actors. director. script.

Harley said he thought team work was a good thing - need to have a team - not as successful on your own.

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

Good at understanding brand guidelines - and represent in the best possible way. Agree the presentation demonstrated this.

Harley also mentioned prioritising - and clearly he had carefully organised his thoughts around the presentation.

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

Social media. Harley cited that in our visitor insight report younger people didn't see traditional marketing before they came to the museum - it was really good to base the answer on evidence. Also said email marketing could be popular (perhaps with older audiences).

Can you tell us about a brand that you like and why you think it's successful?

Apple - simplicity and modernism. very sophisticated. accurate. perfect. Social media templates - really consistent. Each product feels unique though. Animation - showing things that are familiar in ways that they are not.

We agree with these observations. Though Apple was an obvious choice but a really solid one.

If you were creating a piece of digital content, how would you go about planning this? What do you need to consider?

Consider brand assets. colour palette. logo. Look at previous designs and make it consistent.

Harley mentioned that he likes producing static stuff more and the flyers in the presentation showed he has good skills in this area.