

Questions about why you want THIS job

- Q What do you know about this organisation?
Why do you want to work for this company?
Why have you applied for this specific job/programme?

What are they looking for?
Passion, enthusiasm - what motivates you?
Research & analysis: knowledge of the organisation and its position within the industry.

- A Be able to talk about the organisation, what the business is about, examples of products/services, recent news/developments etc.
Show that you understand what differentiates this company from its competitors.
Say what features particularly appeal to you (ethos/reputation/development plans/products/successes) and how it relates to your career goals/personal values/experience.

Example: 'I see this graduate scheme as providing an excellent foundation in retail marketing, as well as an understanding of how the different departments are interlinked; I appreciate it may open many opportunities, but at this point my first goal is to become a buyer.'

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- Q Why do you think you would be suitable for this job?
Why should I hire you?
What do you expect to achieve in the short/long term in this role?

What are they looking for?
Research & analysis: how well do you understand the industry and what the job entails?
Self-awareness: abilities and motivations
Evidence of requisite skills for the role

- A Describe how your skills/abilities/knowledge/experience match the job requirements; demonstrate your fit with the corporate culture/values.
Explain your motivation for joining the organisation and how it fits with your career goals.

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