

INTERVIEWING IN COMMUNICATIONS CAREERS

Communications interviews are often fast-paced, conversational, and relationship-focused.

Employers are evaluating:

- ✓ your communication skills
- ✓ your professionalism
- ✓ your confidence and presence
- ✓ your strategic thinking
- ✓ your adaptability
- ✓ your writing and storytelling abilities
- ✓ your teamwork and collaboration
- ✓ how well you represent an organization/brand

In many communications roles, employers are asking: “Would I trust this person to communicate on behalf of our organization?”

WHAT EMPLOYERS ARE LOOKING FOR

Communications employers often look for candidates who:

- ✓ communicate clearly and professionally
- ✓ think strategically and creatively
- ✓ adapt quickly under pressure
- ✓ collaborate well with others
- ✓ demonstrate initiative and leadership
- ✓ understand audiences and messaging
- ✓ stay informed about media and industry trends
- ✓ manage deadlines and priorities effectively
- ✓ present confidence and professionalism

They are not only evaluating your experience—they are evaluating your judgment, professionalism, and communication style.

PREPARING FOR THE INTERVIEW

Research the Organization

Before the interview, understand:

- ✓ the organization’s mission and audience
- ✓ recent campaigns, stories, or initiatives
- ✓ brand voice and messaging
- ✓ competitors and industry trends
- ✓ the role and responsibilities

Strong preparation demonstrates genuine interest and strategic thinking.

PREPARING YOUR STORIES

Communications interviews often rely heavily on examples, experiences, and storytelling. Prepare examples that demonstrate:

- ✓ communication skills
- ✓ leadership
- ✓ teamwork
- ✓ adaptability
- ✓ problem-solving
- ✓ writing or content creation
- ✓ strategic thinking
- ✓ handling deadlines or pressure

COMMUNICATING YOUR VALUE

Strong candidates communicate what they contribute, how they think, and the impact of their work. To avoid underselling your role or contributions, be prepared to discuss:

- ✓ projects you contributed to
- ✓ measurable results or outcomes
- ✓ collaboration experiences
- ✓ leadership opportunities
- ✓ campaign or content successes
- ✓ lessons learned from challenges

COMMON COMMUNICATIONS INTERVIEW QUESTIONS

General Questions

- Tell me about yourself.
- Why are you interested in this position?
- Why do you want to work for our organization?
- Why are you interested in communications?
- What areas of communications interest you most?

Communication & Strategy Questions

- How do you tailor communication for different audiences?
- Describe a campaign or project you are proud of.
- How do you stay informed about industry trends?
- Tell me about a communication challenge you faced.
- How do you approach storytelling or messaging?
- Describe a time you had to communicate under pressure.

Writing & Content Questions

- Tell me about your writing experience.
- How do you adapt your writing style for different audiences?
- Describe a piece of content you created successfully.
- How do you handle feedback or revisions?
- Tell me about a time you worked under a tight deadline.

Collaboration & Professionalism Questions

- Describe a time you worked with a team.
- Tell me about a difficult group project or collaboration.
- How do you handle conflicting priorities?
- Describe a time you took initiative.
- Tell me about a time you solved a problem creatively.

SAMPLE BEHAVIORAL QUESTIONS FOR COMMUNICATIONS STUDENTS

- Tell me about a time you managed multiple deadlines.
- Describe a situation where communication broke down.
- Tell me about a time you had to adapt quickly.
- Describe a project where teamwork was essential.
- Tell me about a time you handled feedback professionally.
- Describe a situation where you had to think strategically.

QUESTIONS YOU CAN ASK EMPLOYERS

Strong questions demonstrate preparation and curiosity.

Examples:

- What qualities make someone successful on your team?
- How does your organization approach collaboration?
- What types of projects would I contribute to first?
- How does your team measure success?
- What opportunities exist for growth and mentorship?
- How does your organization adapt to changing media trends?

- What excites your team most right now?

USING AI TO PREPARE

AI tools like ChatGPT can help you prepare more effectively.

Try prompts like:

- “Act as a communications hiring manager interviewing me.”
- “Generate interview questions for a communications internship.”
- “Help me improve how I describe my communication strengths.”
- “What skills should I emphasize for this role?”
- “Help me practice behavioral interview questions for communications careers.”

You can also upload a job description and ask AI tools to identify:

- ✓ likely interview questions
- ✓ desired communication skills
- ✓ employer priorities
- ✓ and industry expectations

FINAL TIPS

- ✓ Practice answering questions out loud
- ✓ Be concise, clear, and conversational
- ✓ Show confidence without sounding rehearsed
- ✓ Demonstrate curiosity and professionalism
- ✓ Use specific examples and stories
- ✓ Stay informed about industry trends and media

In communications careers, how you communicate during the interview matters just as much as what you say.

You do not need to sound perfect—you need to sound prepared, thoughtful, confident, and authentic.