
An Informational Interview

Author's Name

Institutional Affiliation

Abstract

The modern job market requires more efforts to get a good job. The market is very competitive, that is why each job seeker needs to get as much information as possible about the industry he/she is willing to work in. One of the most valuable sources of occupational information is an informational interview. In a job interview usually interested the employees who are willing to hire a good specialist on a proposed vacancy, while informational interviews are usually organized by job seekers with the purpose of getting the newest information in relation to the industry they want to work in. In addition, job seekers want to get useful advices for their future employment and work. It is vital to understand that a person with whom job seekers have the interview may be the one to recommend you as a potential employee, and it is important to conduct the interview fast and productive. An informational interview usually includes a range of questions in relation to a particular industry, and all these questions should be well prepared according to business etiquette.

Key words: *informational interview, job seekers, questions*

An Informational Interview

In the modern world, where the job market became more competitive, new ways of success achievement in the chosen industry appeared. Job seekers need to get as much information as possible about the industry they are willing to work in. One of the most valuable sources of occupational information is an informational interview. It has some common features with a usual job interview, but it is necessary to notice that these two types of an interview have different goals. In the job interview usually interested the employees who are willing to hire a good specialist on a proposed vacancy, while the informational interviews are usually organized by the job seekers with the purpose of getting the newest information in relation to the industry they want to work in. In addition, job seekers want to get some useful advices for their future employment and work. Moreover, one of the significant features of the informational interview is networking, which is very important for a successful career.

It is vital to understand that a person with whom job seekers have the interview may be the one who will recommend you as a potential employee, and it is important to pass the interview fast and productive. An informational interview usually includes a range of questions about the industry, and all these questions should be well prepared according to business etiquette.

For example, if a person who wants to have an interview works in an advertisement industry, it is valuable to meet a specialist in this field and ask him/her some professional questions. For example, the person may arrange an informational interview with a head of a brand-management department or an advertisement-agency. The first question that may be asked by the interview is “How did you get this job or why did you choose it” (National Education Empowerment Foundation Inc., 2008). The answer to this question can describe the personal history of the interviewed person, the reasons of choosing this field, and his or her professional experience. In addition, it is useful to ask more casual questions such as “How does your typical work day look like?” or “What are the working conditions?”, and the answer to this question can provide with an information in regard to usual activities at work.

Then, it is vital to get information about the requirements of getting this job, and such question as “What education background and degrees do you need?” can be very useful. For a job in an advertisement agency, for example, potential employees are usually expected to get the degrees in marketing, event- or PR-management, journalism or business studies. Furthermore, although the information about education requirements is vital, it is also necessary to receive the information about professional skills required. To get this information, the job seeker can ask such questions as “What skills, in your opinion, should the person who want to work in this industry have?” For an advertisement agency, it can be good communicational skills,

creativity, excellent writing skills, and general marketing awareness.

And of course, it is necessary to ask questions about the industry itself. The job seeker can ask “How can the industry change in few years?” In addition, such question as “If you were just getting involved now, where would you put yourself?” can help to recognize if this person is disappointed in his/her job or not. Besides, it is vital to ask some personal questions such as “Is it possible to balance time between family and work?” Then, some routine questions about the salary, for example, can be asked. In the end of the interview, the job seeker can ask for some useful advice (Alboher, 2008).

Informational interviews are extremely vital for potential employees. The experience got during this kind of an interview can bring more knowledge of the industry, work requirements, salary, and work conditions, which will definitely help in future employment. In addition, not only information is vital, but the networking which the interview can bring can play a significant role in one’s future career.