

Ontario Colleges' Marketing Competition

Fanshawe College | November 15-16, 2018



Job Interview

The *Job Interview* challenges students to successfully interview for an entry-level position in marketing with a panel of 3-5 judges. Judges in this event assume the role of a selection official from the company, and facilitate the interview process to determine which candidate best meets the overall job requirements.

The Job Interview Application Procedures

Candidates (one student per college) will apply to an entry-level marketing position by responding to a job advertisement that will be posted on the official OCMC 2018 web site for all colleges by Friday September 14, 2018. Student candidates can either:

- a) Email their resume and cover letter to egray@fanshawec.ca, OR
- b) Send four copies of their resume and cover letter to the host college as follows:

Liz Gray
Lawrence Kinlin School of Business – Room B2015
Fanshawe College
1001 Fanshawe College Blvd
PO Box 7005
London, Ontario N5Y 5R6

All documents must arrive by midnight on Monday, October 29, 2018. Documents will be forwarded to the judges prior to the competition. Please note **no late entries will be accepted**. Students/coaching teams are not allowed to contact the sponsoring company in any way (phone or email) when preparing for the job interview. They may research the website for basic information about the company, **but personal contact is forbidden**.

General Judging Considerations

The student's role is to successfully interview for an entry-level position in marketing by clearly providing relevant/focused, honest answers to all interview questions with tangible examples. It is assumed that each judge is from the client company and each will take on a specific role.

This assessment will last 20 minutes and includes questions and answers regarding their relevant education, work experience, industry, company, customer and competitive knowledge. The top candidate will provide a targeted resume and cover letter that supports the job posting as it relates to their **true** key skills, knowledge and of course values fit for the organization.

The top candidate will clearly understand the job duties/responsibilities by continually and effectively relating their skills and experiences with relevance to the job posting. They will demonstrate high interpersonal skills throughout the interview as a result of their exceptional communication skills (verbal and non-verbal), enthusiasm, authenticity, poise.

They are calm yet confident, personable and can gauge and adapt to all members of the interview panel effectively. They will also demonstrate exceptional preparation through specific, relevant research about the industry, company, customer and its key competitors.

Event Objectives

To demonstrate the student's ability to:

- Successfully interview for an entry-level position in marketing

Eligibility

- All students must be from marketing or marketing-related programs. Please note that post-diploma, graduate certificate or degree program students are not eligible for OCMC.
- Repeat OCMC students cannot enter an event in which they previously participated.

Student Preparation

- Participants should familiarize themselves with the evaluation criteria. Please refer to the **Job Interview evaluation** form for details.
- Students must submit their application (cover letter and resume) as per the job application procedures noted previously.

- Student/coaching teams are not allowed to contact the company in any way (phone or email) when preparing for the job interview. They may research the website for basic information about the company, but personal contact is forbidden.
- Students must be in the designated interview judging room **on time**. Students should arrive at the designated judging room **no earlier than ten minutes before** their interview time. Interview times will be assigned randomly. Please refer to the Job Interview schedule in the program. No changes will be made unless a conflict situation exists.
- Proper **identification** (your name tag) must be visible to security personnel before entering the interview room.
- Portfolios can be used at the discretion of the candidate.
- The use of business cards is optional.
- The student provides his/her own materials, as appropriate. No computer, projector or screen will be provided. No additional time is allowed for technology set-up or glitches related to technology.
- The interview time will be **20 minutes** maximum.

Presentation

- The room will be arranged suitably for a panel job interview.
- The interview time will be **20 minutes** maximum. However note that the judges do not have to use all of the time that is allocated for the interview.
- Participants are responsible for managing their time when interviewing. Judges will be conscious of time when listening to interview answers and will ask a candidate to stop if necessary.
- At the conclusion of the interview the candidate will leave the room.
- The judges will use the remaining minutes in the cycle to complete the job interview evaluation form.

Evaluation by Judges

- Prior to the competition judges will read all candidate submissions (resumes and cover letters).
- Judges will also read through the structured job interview screening guide provided by the hiring company, and will ask all competitors the full set of questions. This guide will include instructions on how to:
 - Open the interview: greeting the candidate; explains the purpose and interview format, a preview of the job and a little history of the organization.
 - Conduct the interview; each member of the selection panel will take turns asking the candidate predetermined relevant job interview questions.
 - Close the interview; candidates are provided an opportunity to ask the panelists questions, as long as time permits.
 - Evaluate the interview.
- Judges will not provide any verbal feedback to participants during the competition.

- Judges will complete a job interview evaluation form with numerical scores and appropriate summary comments.
- Judges will rank each student candidate from top to bottom. In the case of a tie between any of the top 5 student candidates, they will re-evaluate those individuals to break the tie. There cannot be a tie amongst individuals ranked one to five.
- **Judges decisions are final!** The top three individuals are acknowledged at the final competition banquet and will come to the stage to receive their awards. Fourth and fifth place winners will be announced from the podium but **will not** be asked to the stage.

Feedback

- Each student candidate will receive a feedback form from the host College approximately three weeks following the competition.

Event Scoring

1 st Place	10 points
2 nd Place	8 points
3 rd Place	6 points
4 th Place	4 points
5 th Place	2 points

Job Interview - Judging Considerations

Section	Score/Possible	Judging Considerations
Introduction /10	9-10 – excellent 7-8 – good 5-6 – satisfactory 0-4 - below expectation	The candidate should arrive on time, dress appropriately, firmly shake hands of all panelists, maintain eye contact during introductions, maintain good posture and appear relaxed and confident upon arrival.
Resume and Cover Letter /25	22-25 – excellent 17-21 – good 13-16 – satisfactory 0-12 – below expectation	Prior to the actual job interview review and assess each candidates resume and cover letter as it relates to: relevant content, format/structure, grammar, spelling, ability to capture interest/attention and ability to relate education and experience to the actual position.
Interview Content /20	18-20 excellent 14-17 good 10-13 satisfactory 0 -9 below expectation	As a result of effective listening skills, the candidate continually and effectively relates their skills and experiences with relevance to the job posting as questions are asked and answered. The candidate continuously highlights relevant individual strengths (skills, abilities and knowledge).
Presentation Skills /20	18-20 excellent 14-17 good 10-13 satisfactory 0 -9 below expectation	Poise is demonstrated; answers are complete, yet brief, responds to questions promptly, but not hurried. Displays enthusiasm and authenticity in answers. Speaks clearly and at a reasonable volume. Avoids use of filler phrases (i.e. “um”, “you know”). Uses hands appropriately for emphasis where appropriate. Displays a collaborative attitude and approach throughout the interview.
Organizational Fit /15	14-15 – excellent 12-13 – good 9-11 – satisfactory 0-8 – below expectation	Demonstrates comprehensive knowledge of the position, company, its customers, competitors and industry overall. Work style and personal values align with hiring organizations culture.
Closing /10	9-10 – excellent 7-8 – good 5-6 – satisfactory 0-4 - below expectation	The candidate expresses a desire to work for the organization. States interest in being selected for position. Conveys and re-emphasizes relevant knowledge, skills. Asks quality questions. Asks for next steps and thanks all the interviewers.

OCMC Evaluation Form: Job Interview

College Name: _____

Student Presenter: 1. _____

Section	Comments (please use back of page for additional comments)
Introduction _____ /10	
Resume and Cover Letter _____ /25	
Interview Content _____ /20	
Presentation Skills _____ /20	
Organizational Fit _____ /15	
Closing _____ /10	
Total Score _____ / 100	