SOCIAL MEDIA RECRUITING ASSISTANT INTERVIEW

**Intro**

* Resume Review
* Company & Sales Program Overview
* Role and Responsibilities

Then we’ll both be able to make some decisions…sound good?

**Resume Review**

* School/Major/Career Ideas?
* Tell me about your previous experience.
  + What are you most proud of?
  + Extracurriculars? Leadership examples?
* What value are you looking to gain now?
  + Could just be money, a resume booster, or a fun work environment?
* What does your schedule look like?

**Company Overview**

* So now to transition into more information about our company. Have you heard of \_\_\_\_\_\_?
* Great, let me cover some information. Feel free to take notes.
  + *Who are we?*
  + *What do we do?*
  + *Why do we do it?*

**Sales Program**

* *What do we sell?* 
  + *Review additional product offering details*
* *How do we sell it?*
  + *Review training program*
* *What’s in it for our reps?* 
  + Our average rep last year, even if they messed up & only worked with us for a little bit, would make $\_\_\_\_\_\_ over \_\_\_\_\_ months.
    - * *Example of 5 figure summer income earner*
      * *Example of 5 figure full year income earner selling around school*
* But surprisingly what makes us such an exciting/sought-after position is the resume experience and overall experience that we provide… regardless of career path. We’ve worked with finance majors, pre-med and pre-law students, engineers, and everything in between.
  + We provide soft skills that you can’t even put on a resume like confidence and professionalism plus obvious resume booster skills like communication, presentation skills, time management, networking, working with a team in a professional (and virtual) setting, and SALES.
* So our sales reps have
  + - High income opportunity
    - Gain MEANINGFUL experience
    - Unique/Fun atmosphere
    - Travel & Career Opportunity

**Social Media Recruiting Position**

* This isn’t the position you’re interviewing for, but it is the position you would be representing if everything works out:
  + As a social media recruiting assistant your job would be to help us market the position. I’m fully aware the job isn’t for everyone… some people will never like working with people directly or stepping out of their comfort zone… but everyone deserves to at least know the opportunity is available.
* The job entails using your **personal** social media accounts and networks to advertise and recruit for the sales position
  + This is similar to a brand ambassador or micro-influencer.
    - Have you gotten those messages or comments on your pictures from the boutiques or clothing brands: “Hey girl! You’d be a great fit for…”
    - We have a similar concept except we take a more personal, and less creepy, approach that yields results.
  + Key requirements of the job are:
    - Having social media networks.
      * Which platforms do you have, and which are you most active on?
      * Instagram (followers)? Tik Tok (followers)? Snapchat? Facebook?
    - Willingness to put advertisements out on personal stories (2-3x a week max) and send outgoing messages to people within one’s personal social media network.
    - Having social media proficiency.
      * Your familiar with basics of stories, highlights, and direct messaging?
  + What platforms do you have? Which are you most active on?
    - Instagram (followers)? Tik Tok? Snapchat? Facebook?
  + This is basically our method of talent acquisition given the age group we work with. It allows us to have control over the caliber of our sales team.

**Receptionist Position**

* The position entails making outgoing calls to prospective sales reps and taking some incoming calls to schedule applicants for interviews.
  + - We obviously need to speak with all of those replying to our social media postings but when someone trains with us a sales rep, we offer a whole bunch of incentives & prizes for them to share the job opportunity with their friends.
      * On average students recommend 150-200+ people… This past summer we had \_\_\_\_\_\_\_\_ people recommended to the position…
      * We give away things like \_\_\_\_\_\_\_\_\_\_\_\_\_
  + We can’t contact all the people recommended to us without help. So this part of the position would be to physically call through these referrals, review the position details, answer any of their questions, and schedule interviews.

**Pay & Training**

* A far as pay goes, $\_\_\_/ hour + bonuses that will be based on performance.
* We have a PAID training on: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Summary**

* Responsibilities:
  + Using personal social media networks to advertise on stories and through DMs
  + *If applicable for receptionists… Calling recommended students to schedule them for interviews*
* Experience for you:
  + Social media-wise: we are teaching our SMRAs how to network, create job/brand awareness, and build a business leveraging social media
  + Communication skills in talking with all kinds of people consistently on a professional and personal level… **especially if you ever want to try out the sales program**
  + Mentorship from myself and our team

**Office Goals**

* We have some audacious goals as a team. If everything were to work out, you’d play a critical role in achieving the following.
* *Share office goals.*
  + *Example*

1. *Premier work opportunity in \_\_\_\_\_\_\_\_ area.*
2. *Positively impact lives of \_\_\_\_\_ students (insert recruiting launch goal)*
3. *Sell $\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

* This is why we need all the help we can get!

**Wrap-up**

Before I wrap up with some final questions… do you have any questions for me?

**Questions**

* What I look for in people that work with us: Friendly, reliable, professional but also fun.
  + In general, on a scale of 1-10 how comfortable are you with people?
    - Consider yourself an extrovert or introvert?
  + How comfortable are you with taking & following professional directions?
    - Obviously, we have certain guidelines for messaging and have a script of prepared for our receptionists, so they know how to professionally + consistently communicate the position to prospective applicants
  + Would you say you’re organized?
  + How prompt are you normally?
* Regarding your social media:
  + Do you use your social media platforms often?
    - Do you post daily, weekly, monthly?
  + How comfortable are you with using your social media platforms to send out advertisements to your networks?
* Regarding the receptionist aspect:
  + How are you on the phone?
  + Do you talk on the phone often?

**Acceptance**

* Why do you think this opportunity could help you if everything works out?
  + Short-term?
  + Long-term?
* Lastly, we have a lot of people applying so we have to be pretty selective with who we accept for the position… Why do you feel like you’d be a good fit?

*Pause…*

* Well the hardest part about my job is that I obviously can’t hire everyone that I interview. But, in your case, there are a few things that stand out…
  + *List genuine reasons for acceptance*
* I’m confident you’d do really well… So with that being said, I’d like to officially offer you the position and invite you to help us market and build our team.
  + Is that something you’d be excited about?
* Congratulations! Welcome to the team

**Set for Training**

* Cover training dates
  + What to bring: laptop, phone, and chargers
  + Dress: business casual
* Do you have any specific questions for me?
* Awesome, so let me end with this:
  + You are going to love our office environment
  + Our whole team is great, and you’ll play a BIG role with us!
* Congratulations, again, and I look forward to seeing you soon!