

# Job Interview

**Purpose:** To help the student develop a knowledge and understanding of how to apply for a job by providing an opportunity to participate in an actual job interview in competition with other students.

**Procedures:** Regional competition will be conducted prior to the state conference. Final competition will be conducted at the state conference. The winners in the regional conference may compete for first, second, and third place in the final event at the state conference. Other finalists will not be eligible to participate at state, should a winner be unable to attend state.

**Specifics:** Participants will apply for a specific marketing internship provided prior to competition. A one-page (8 ½ x 11) resume must be used. A cover letter and a reference page may also be used. Resume/cover letter/reference page should be brought to the interview in a manila folder. NO more than 3 pages may be submitted in the folder- 1 page per document.

**Judging:** The participant in the job interview competition is first interviewed by the receptionist. The receptionist, after a brief interview, gives the applicant an employment application to fill out. Upon the completion of this application, the contestant returns the application to the receptionist who rates it from the standpoint of legibility, neatness and completeness in answering or acknowledging all questions. During the rating period, the applicant is told to be seated. After the receptionist completes the scoring of the rating sheet, in other general areas such as the manner in which the applicant introduced himself, the expression and tone of voice used, and the applicant's general attitude and appearance, the contestant is taken to an interviewer. Here the applicant is rated once again on such factors as introduction, manner of answering questions, ability to express himself, and general attitude.

- Entries shall be limited to one participant from each chapter.
- Job Interview is no longer a national event.
- Questions asked to all participants should be the same. Utilize a personnel agency as judges, if possible.
- Judges should break all ties. If judges do not break the tie, the participant receiving the most points for the actual interview will become the finalist.
- Extra competitor slots MAY NOT be used in this event.

# Job Interview Rating Sheet

**Participants Name:** \_\_\_\_\_

**School:** \_\_\_\_\_

CATEGORY	Poor	Fair	Good	Excellent	Judges Points
<b>Receptionist's Greeting</b> Applicant's greeting, introduction, expression/tone of voice, and applicant's general attitude.	<b>1-3</b>	<b>4-6</b>	<b>7-9</b>	<b>10</b>	
<b>Application Blank</b> Neatness, legibility and completeness	<b>1-3</b>	<b>4-8</b>	<b>9-14</b>	<b>15</b>	
<b>Personal Appearance</b> (interviewer's use) The Applicant's neatness, grooming & attire.	<b>1-3</b>	<b>4-6</b>	<b>7-9</b>	<b>10</b>	
<b>Resume</b> Neatness, typed, one-page completeness, Optional: cover letter and reference page.	<b>1-3</b>	<b>4-8</b>	<b>9-14</b>	<b>15</b>	
<b>Interview-First Impression</b> (interviewer's use) The applicant's greeting, introduction, poise, & courtesy	<b>1-6</b>	<b>7-12</b>	<b>13-18</b>	<b>19-25</b>	
<b>Interview- Core Interview Factors</b> (interviewer's use) The applicant's knowledge, attitude, interest, confidence, personality, initiative & sincerity.	<b>1-6</b>	<b>7-12</b>	<b>13-18</b>	<b>19-25</b>	
<b>Total Points</b>					

Comments:

# Summer Marketing Internship

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## **Description**

Why us? At Aspire Higher INC, you are not considered an intern but a part of our team. We want you to learn about Public Relations and Marketing from the ground floor up. We provide hands on training that will give real world experience to anyone looking to break into the Marketing business. We work with both start-up companies and established well-known brands. Many clients are in the outdoors, fashion, beauty, and sports industries. The Aspire Higher team is a blend of seasoned professionals, midlevel and entry level with several commonalities - highly skilled, motivated, and above all, talented. Aspire Higher's clientele is the best of the best and hold our employees to that same standard.

What's The Aspire Higher Culture? Rewards, Rewards, Rewards! We believe in rewarding a job well done and respect that you have a life outside of work. We have flexible work schedules. A sense of humor your best asset at Aspire Higher and we encourage you to showcase it!

## **Responsibilities:**

- Responsibilities include but are not limited to:
- Develop a top level understanding of clients/products
- Editorial Calendar Research
- Daily Competitor/Industry News Searches
- Scanning clips/Maintenance of Client clip books and/or database
- Creating and Updating Media Lists
- Company Administrative
- Creating Social Media Campaigns
- Updating Facebook, Twitter. Corporate Blog
- Attend Company Events
- Fulfilling Product Requests/Mailings
- Participate in creative discussion
- Trade Show Support

## **Attendance**

As a member of the Aspire Higher team it is expected that you show up on time ready to work. Be responsible and professional with your time.

### **Compensation**

We will offer an hourly pay rate or stipend based on experience and the amount of time the intern is committed to working. Internship periods will be 8 weeks in the Summer Months.

### **What you'll get out of the experience**

- Access to industry standard creative software
- Access to a creative environment and some of the best minds in the biz
- *One on one* time with your mentor
- Opportunity to build your resume and portfolio
- Opportunity to learn real world work skills
- Build relationships and create professional contacts

### **Measuring Success**

While the real measure of a successful internship is the skills you gain as an intern, the following skills are required for interactive professionals and are necessary to even be considered for the position. The internship will build on these skills while introducing you to new skills associated with interactive design and development.

### **Skills needed**

- Fluent in English
- Highly motivated & ambitious
- Keen to learn, listen, explore and give to others

### **Qualifications**

- High School Student or recent graduate
- Previously or currently enrolled in a Marketing Course

Interested Students should send a Resume (cover letter & references are optional) to:

Aspire Higher, Inc  
Personnel Department  
Attn: Lanoitan Aced  
P O Box 123  
Atlanta, GA 30303