the good influence

INTERVIEWING WITH US

A guide for candidates: what happens at each stage, how to prepare, and what we're looking for.

HOW IT **WORKS**

Thanks for applying. We want interviews to be a fair, two-way conversation, so here's everything we'd want to know if we were in your shoes. Most roles have three or four stages, and we'll tell you which at the start. We aim to meet you in person at least once, at our London or Manchester office.

STAGE 1

Meet your line manager

A first conversation with the person you'd work for, about your experience, how you work, and what you want next. It's as much about you getting to know us, so bring your questions.

STAGE 2

A short assessment

An online assessment you do in your own time. You get your results back too: a picture of your strengths and how you like to work, yours to keep whatever happens next. Find a quiet moment and answer as yourself.

STAGE 3

A task

A brief that's close to the real work. You'll have time to prepare, then present it back to us, often as a short deck, and talk us through it. We care most about your thinking and the reasons behind it, more than how polished it looks.

STAGE 4

Meet the founders

A conversation with Sarah, Josh, or both. It's less about skills (we've seen those by now) and more about what you want from your career and whether we're the right place for you. It's your chance to interview us.

WHAT WE'RE **LOOKING FOR**

- **Curiosity:** you want to know why something works, not only that it does.
- **Clear thinking:** you can explain an idea simply.
- **Ownership:** you do what you say, and own it when things go wrong.
- **Kindness:** you make the people around you better.
- **Care about the work:** you have opinions about social, creators, and brands, and you can back them up.

You don't need to have done everything in the job description. If you meet most of it and you're excited by the rest, we want to talk to you.

HOW TO **PREPARE**

- **Read the job description again.** For each of the main things it asks for, think of an example from your experience. It doesn't have to be from a job: uni projects, side hustles, and community work all count.
- **Look at our work.** Pick something of ours you like, or would have done differently, and be ready to say why. You'll find it at thegoodinfluence.co.uk/our-work.
- **Know our values.** We'll ask about times you've lived some of them, in your own words.
- **Bring questions.** About the role, the team, how we work, and what success looks like after six months. Good questions tell us as much as good answers.
- **Don't over-script.** Notes are fine. We'd rather hear you think out loud than recite.
- **Using AI.** If you use AI to help with your application or task, use it well and you'll stand out. Use it averagely and you'll come across as an average candidate. Either way, we want to hear your personality.

Be a Good Influence | Bounce Back | Know & Grow | Own the Vision | Good as Your Word

Video interviews

We'll send a link in your invite. Find somewhere quiet if you can, and check your camera and mic beforehand. If something goes wrong, don't worry: it happens to us too.

In person

London: Unit E, Zetland House, 5-25 Scrutton Street, London EC2A 4HJ.
Manchester: WeWork, 1 St Peter's Square, Manchester M2 3DE.
Ask for the person named in your invite. If you're running late, reply to the invite and let us know.

What to wear

Whatever you feel comfortable in.

Adjustments

If anything would help, like extra time or questions in advance, tell us when we book. You don't need to explain why, and it won't count against you.

After each stage

You'll hear from us within five working days of applying, and within a week after each stage. We get a lot of applications, so we can't give individual feedback on every one.

Staying safe

We only contact candidates from @thegoodinfluence.co.uk email addresses or through careers.thegoodinfluence.co.uk, and we'll never ask you to pay for anything.

Questions?

Reply to any email from us and we'll help. Good luck. We're looking forward to meeting you.