

# How to answer “why should we hire you?” at an interview

*“Why should we hire you?” can be a make-or-break moment in a job interview. This is your opportunity to reiterate your unique value position, and to hammer home the message that you’re the perfect fit for this role.*

Temps de lecture : minute

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Ahead of your meeting, take time to prepare a well-thought-out answer to this question, as it will invariably raise its ugly head. Here are six points to consider as you craft your response.

## Understand the company culture

Call it a vibe check if you want, but understanding the company culture and values is essential at this stage of the application process.

Larger organisations will have whole sections of their website dedicated to “our culture”, “our mission” or “our people”, or all of the above. If you’re interviewing for a job at one of these places, spend time reading through blogs, and updates to get a sense of its ethos.

If you’re hoping to join a start-up or scale-up, scroll through interviews with its founder, and visit its social media profiles.

Next, paint a picture of how you’ll seamlessly integrate into the existing dynamic. Compliment an element that feels genuine to you and ensure it’s one that applies to your own outlook or preferred way of working.

## Highlight your relevance

Focus on what makes you stand out from the crowd. Perhaps you possess a rare combination of technical expertise and creative flair, or you've successfully navigated challenges in previous roles that mirror the company's current needs.

Whatever it may be, emphasise how your skills and experiences uniquely qualify you for the position, right now, in this moment.

## Include quantifiable metrics

Numbers speak volumes, so be well versed in the measurable results achieved in previous roles. Whether it's increasing sales revenue, reducing costs, or driving user engagement, concrete numbers lend credibility to your claims and demonstrate your ability to deliver tangible results.

Remember to include what the industry standard is in comparison. A little benchmarking can go a long way.

## Show enthusiasm

If you can't show enthusiasm in a job interview, when can you? Energy is contagious, so be clear about your interest in the company's mission and its unique challenges. Refer back to previous projects you lead or initiatives you've been part of that drove positive change in a challenging area, and show how you're keen to roll up your sleeves to make a difference, pronto.

# Signal your adaptability

As the saying goes, change is the only constant. Highlight instances where you successfully navigated change, whether that was responding to new competition, embracing technologies, or stepping out of your comfort zone to tackle challenges head-on.

While the term “growth mindset” might give many of us the ick, ultimately most organisations are looking for people with one.

These employees embrace challenges, are persistent, view failure as feedback and believe that effort equals results. You can show you have a growth mindset by talking about your continuous learning, challenges you’ve faced, failures you’ve learned from, and your commitment to perseverance.

# Hone in on pain points

Teasing how you are excited about finding solutions using your unique combination of skills and expertise is always a good idea. You don’t have to give away the answers in the interview but indicate how you’re open to solving problems, whether that’s hiring the right talent, upskilling a team, or improving efficiencies. Again, this links back to enthusiasm. Be enthusiastic and specific, and you can’t go far wrong.

Ready to flex your improved interview skills? Check out the [Maddyness Job Board](#), which features thousands of job opportunities, including the three below.

## Network and Solutions Architect, ITV Jobs, London

In London, this tempting hybrid role as a [Network and Solutions Architect](#) is on offer. In this position, the successful applicant will support the

principal network & solution architect in creating the vision and strategy for data and media content delivery at ITV, and will ensure its network and systems architecture is fit for purpose. Providing design and implementation support to ITV's technology and business team is also central, as is researching and identifying industry trends and solutions that might benefit the business. Ideally, you'll have a professional-level qualification in networking (e.g. CCNP), and demonstrable experience working in a project delivery and design role. [Find out more here.](#)

## Cloud Architect - Senior Manager, Pwc UK, London

PwC's Technology Resilience business is at the forefront of supporting organisations in safeguarding against, and responding to, tech failures and cyber threats. It is now looking to expand its already rapidly-growing team with the appointment of a [Senior Manager - Cloud Architect](#) to help the organisation deliver market-leading tech and expertise to its established client base. Preferred skills include a broad understanding of IT infrastructure from both a cloud and on prem perspective, strong experience in ITDR programme builds, operation and testing, as well as strong delivery and track record, plus excellent verbal and written communication skills. [Read more here.](#)

## Technology Risk Manager, Experian, Nottingham

Experian in Nottingham is advertising for a [Technology Risk Manager](#) to join its consumer services team covering the UK and Ireland. The successful candidate will have sole responsibility for supporting the Technology area within the business to ensure the effective delivery of the organisation's operational risk and control framework. Applicants will ideally have solid, proven experience of working in a technology risk management role, and a relevant professional qualification, like CRISC, CISM or equivalent. If this sounds like you, [apply here.](#)

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