

How video interviewing is changing the job application process

Video interviews are a new tool in the job seeking process that can be mastered as you did writing your resume and submitting job applications electronically. What's more, video interviews give you a greater opportunity to capture the attention of a potential recruiter and stand out amongst other candidates

- **Breaks down geographic boundaries.** If you make it through this first round you can progress with the assurance that you've impressed the organisation and you're not wasting time and money travelling to interviews.
- **Video interviews enable candidates to show who they really are.** A resume is just words and a phone screen, a voice. With a video interview, you can show your personality and your enthusiasm for the role. Being able to tell a story on video is a real advantage.
- **Fair comparison.** Video interviews give every candidate an equal playing field. In a video interview, you're given exactly the same time as other candidates and asked identical questions.
- **Increased opportunities to be seen.** As your video interview is recorded, the opportunity for you to get your face and name in front of more than one decision-maker within a company increases. This also means that your opportunity as a potential employee does not solely rest on one person's opinion.

While video interviewing may be a new concept to grasp, it does present great opportunities and efficiencies to the job search journey and further opportunities for you to stand out as a potential employee.