

How do I know I am interviewing with the best company for my experience and goals?

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A job search can be daunting – particularly in today's economy. You'll ask, Is the position you've identified a match for your skill set? Does it align with your career goals? Will the company you're interviewing with pick you?

Some good news for direct marketing professionals is that the market demands individuals with experience that speaks to direct - measurement, effectiveness and accountability. So, resist the temptation brought on by the anxiety of the job market and focus instead on making the right decision for your career.

Finding the right position is about more than the job description. A new company means new people, a new culture and an entirely new set of challenges unique to that organization.

No company is perfect. They're not going to include shortcomings on a Web site any more than you would include them on your résumé. Your goal as a candidate should be to uncover the full story so you have as few surprises as possible once you begin your employment.

There are several questions you can ask interviewers that will give you a better-rounded, more authentic view of the company. Here are a few suggestions to get you started: How does the company define success? Do you have specific growth goals? What work are you most proud of in the last year and why? As an employee, what do you think is the best thing and most difficult thing about working here? As a member of management, what do you think is most exciting about the company's future? How does the company onboard and train new employees?

This list is only the tip of the iceberg. Just remember, you're looking to get the interviewer's thoughts and opinions on working for the company, not determine their marketing prowess. Also keep in mind that it's a good idea to ask the same question of multiple people within the organization. By doing this you will be able to identify consistencies, and even more importantly, inconsistencies within the organization.

