



Career Tips Thursday: Session 45

How to answer the question: Why are you the best candidate?

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UNOG



Zoom - Housekeeping rules



You are muted by default. The chat function is disabled.



If you have any questions, please submit them through Zoom Q&A button.



The session will be recorded. The recording and presentation will be available on: [Career Tips Thursday webpage](#).

Today's Facilitators



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Today's Agenda



Structure a compelling answer to “Why are you the best candidate?”



Strategies to showcase your unique strengths



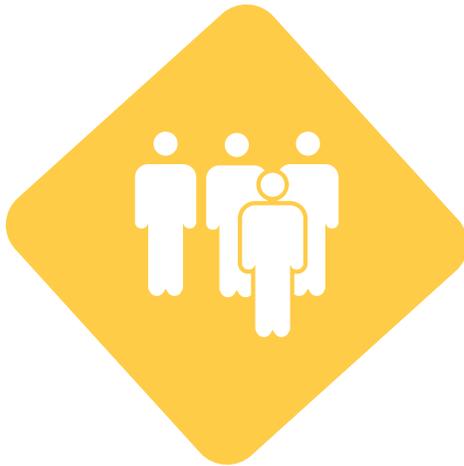
Practical tips and examples



Let's start with a poll...

Why Interviewers ask this question

Interviewers wants to...



- See whether you can highlight **what makes you stand out**



- Assess how well you **understand the position** and its key requirements



- Check your level of **self-awareness** and professional maturity

3-Part Formula

Why are you the best candidate?



Education /
Academic background



Work experience



Skills, competencies
and strengths (value
proposition)



Education/Academic background

Communicate the information most relevant to the role

1. Degrees and certifications
2. Technical or specialized training
3. Other information that may be relevant to the role





Work Experience

Cover the experiences that match the job requirements

1. Total **years of experience** (including years directly aligned with the role)
2. Relevant **work experience and roles**
3. Other **key details that reinforce your fit** (e.g., fieldwork, UN system experience, sector knowledge)





Skills, Competencies & Strengths

Share any evidence that demonstrates the unique value you bring to the position

1. Competencies, values, behaviours, strengths
2. Hard and soft skills
3. Transferrable skills
4. Languages
5. Other unique traits that bring value to the position





Example

Example of JO: HR Staff Assistant

Org. Setting and Reporting

This position is located in the Front Office of the Human Resources. The incumbent will report to the Chief of HR.

Responsibilities

Within limits of delegated authority and under the supervision of the Chief, the Staff Assistant will be responsible for the following duties:

- Assists in the overall administration of the service, providing substantive and administrative support in managing priorities and workflow of Chief of Service; coordinates and monitors multiple and diverse activities and work processes to ensure that management directives and decisions are properly carried out and products delivered in a timely manner.
- Screens and prioritizes all incoming correspondence; compiles relevant background documents and references; identifies issues requiring the manager's attention and refers others to relevant officer for appropriate disposition; monitors and follows-up on actions to be taken.
- Serves as a communications link between supervisor and senior staff; on behalf of supervisor, keeps others informed by conveying directives, reports, status updates and other relevant information; brings sensitive and urgent matters to the attention of the manager.
- Takes full responsibility for time management and scheduling on behalf of manager with appropriate consultation as required; effectively prioritizes and resolves related conflicts and competing demands.



Education/Academic background

- Master's degree in Marketing
- Bachelor's degree in Business Administration
- Certification in PRINCE2
- Certification as an Executive Assistant

Work experience

- Experience in Public Relations, Programme Administration and Human Resources
 - Experience in Public Relations in the Private Sector
 - Experience in Administration and HR in the UN System in 3 organizations (UNHCR, IOM, OHCHR)
 - Experience supporting a Director
 - Some experience helping the work of the Staff Counsellor's Office

Skills, competencies or strengths (Value Proposition)

Skills and competences:

- Planning and organizing
- Analytical skills
- I understanding clients' needs and the Director's needs (experience in IOM)
- Attentive to detail
- Good interpersonal skills
- Cultural awareness
- Perseverant
- Quick learner

IT skills:

- MS Office (ICDL)
- Experience using ERP systems

Languages:

- English, French and Spanish

Education/Academic background (original)

- Master's degree in Marketing
- Bachelor's degree in Business Administration
- Certification in PRINCE2
- Certification as an Executive Assistant

Education/Academic background

- I have a Master's degree in Marketing from the University of Sydney in Australia and a Bachelor's degree in Business Administration from the University of Toronto in Canada.
- In addition, I have the PRINCE2 certification and an Executive Assistant Certification by the American Academy of Certified Professionals.

Work experience (original)

- Experience in Public Relations, Programme Administration and Human Resources
 - Experience in Public Relations in the Private Sector
 - Experience in Administration and HR in the UN System in 3 organizations (UNHCR, IOM, OHCHR)
 - Experience supporting Senior staff
 - Experience helping the Staff Counsellor's Office

Work experience

- I have **25 years** of experience in Public Relations, Programme Administration and Human Resources, **of which**
 - **10 years** of experience in Public Relations in the private sector, and
 - **15 years** of experience in Administration and HR in the United Nations system in 3 organizations: UNHCR, IOM and OHCHR
 - In addition, I have **5 years** of experience **supporting senior leaders** at the Director level and some experience helping the Staff Counsellor's Office in IOM

Skills, competencies or strengths (Value Proposition) (Original)

Skills and competences:

- Planning and organizing
- Analytical skills
- Understanding clients' and the Director's needs (experience in IOM)
- Attentive to detail
- Good interpersonal skills
- Cultural awareness
- Perseverant before challenging situations
- Quick learner

IT skills:

- MS Office (ICDL)
- Experience with ERP systems

Languages:

- English, French and Spanish

Skills, competencies or strengths (Value Proposition)

Skills and competences:

- I have strong planning, organizing, and analytical skills
- I am client-focused, and have experience in supporting senior leadership in IOM
- I am detail-oriented with strong interpersonal and cross-cultural skills
- And I am very perseverant and a quick learner

IT skills:

- I am proficient in MS Office and have the International Certificate of Digital Literacy certifying this, and
- I also have 10 years of experience using ERP systems

Languages:

- I speak English and French fluently and I am Spanish mother tongue

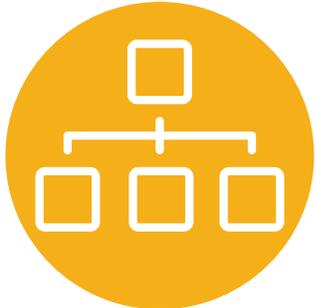


Structuring your answer

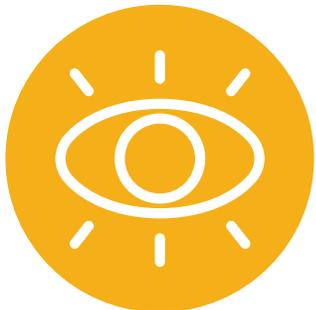
Three components of a strong response



Start with a brief introduction that presents the formula



Guide the panel through the structure so they know exactly where you are in your answer



Close with a sharp sentence that leaves a strong final impression



Brief introduction

I believe I am a strong candidate for this position because of:

- my academic background
- my professional experience, and
- the skills and strengths I would bring to the role

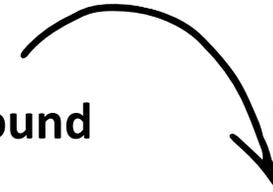




Guide the panel through your structure

Introduction

Let me start with my **academic background**



Academic background

Now that I have told you about my **academic background**, let me tell you about my **experience**



Experience

Now that I have told you about my **experience**, I would like to focus on the **skills & strengths** that I would bring to the position



Skills and strengths (value proposition)



Close with a memorable sentence

Overall, **I am confident** that:

- my academic background,
- work experience, and
- the skills and strengths I bring

make me well-suited for this position and I am ready to add real value to the team from day one.



Example of a structured answer

I **believe** I am a strong candidate for this position **because of** my academic background, my professional experience, and the skills and strengths I would bring to the role.

1. **I would like to start with** my academic background. I have a Master's degree in...
2. **Now** that I have told you about my academic background, **I would like to continue with** my experience. I have over 25 years of experience in...
3. **Finally, I would like to tell you** about the skills and strengths that I would bring to the position. I have strong planning, organizing, and analytical skills...

With my strong academic background, extensive experience, and unique strengths, **I am confident that I am an excellent fit for this role**, and I am ready to add real value to the team from day one.



DOs and DON'Ts



1. **Highlight** your academic background, work experience, and key strengths clearly.
2. **Tailor your answer** to the role by linking your experience to the position
3. **Use a simple structure** (e.g., education → experience → value proposition)
4. **Show your motivation**
5. **Be confident** and positive
6. End with a strong, **memorable sentence**



1. **Don't repeat your entire CV** or list everything you've ever done.
2. **Avoid generic or vague statements** like "I work hard" or "I'm a fast learner."
3. Don't ramble, **keep it concise and focused**.
4. Don't oversell yourself: **stay authentic**.
5. **Don't compare yourself to other candidates** ("I'm better than.....", "I am the best candidate for this position...").
6. **Don't end weakly** ("I hope my experience brings value to this position").

Full script for your reference

I **believe** I am a strong candidate for this position **because of** my academic background, my professional experience, and the skills and strengths I would bring to the role.

I **would like to start with** my academic background. I have a Master's degree in Marketing from the University of Sydney in Australia and a Bachelor's degree in Business Administration from the University of Toronto in Canada. In addition, I have the PRINCE2 certification and an Executive Assistant Certification by the American Academy of Certified Professionals.

Now that I have told you about my academic background, I **would like to continue with** my experience. I have over 25 years of experience in Public Relations, Programme Administration and Human Resources, of which

- **10 years** of experience in Public Relations in the private sector, and
- **15 years** of experience in Administration and Human Resources in the United Nations system in 3 different organizations: UNHCR, IOM and OHCHR.
- In addition, I have **5 years** of experience supporting senior leaders at the Director level and some experience helping the Staff Counsellor's Office in IOM.

Finally, I would like to tell you about the skills and strengths that I would bring to the position. I have strong planning, organizing, and analytical skills; I am client focused, and have experience in supporting senior leadership in IOM; I am detail oriented with strong interpersonal and cross-cultural skills; and I am very perseverant and a quick learner.

- **Regarding my IT skills**, I am proficient in MS Office and have the International Certificate of Digital Literacy certifying this; and I also have **10 years** of experience using ERP systems
- **Regarding my language skills**, I am Spanish mother tongue, and I speak English and French fluently. I also hold the Language Proficiency Examination certification for both English and French

Taking into consideration my academic background, my extensive experience, and my unique strengths, I **am confident that I am an excellent fit for this role**, and I am ready to add real value to the team from day one.





Exercise

Exercise: The 3-part formula

List all the relevant information below to build your 2-minute answer using the given structure



1. Education/Academic background:



2. Experience:



3. Skills, Competencies & Strengths:



Questions?





Let's finish with a poll...

Let us know your thoughts
about the session!

👉 Click [here](#) or scan the QR code.



Evaluation Form



Thank You

For Your Participation

