

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · ADVERTISING MANAGER

1	Do you have experience with creating and carrying out marketing plans?	12345	
2	What type of experience do you have working with budgets and tracking ROI?	12345	
3	What kind of campaigns have you successfully launched in the past?	12345	
4	Can you share any case studies or examples of successful advertising initiatives?	12345	
5	What do you think makes a successful ad campaign?	12345	
6	What industries do you have experience targeting?	12345	
7	How do you come up with new and innovative advertising ideas?	12345	
8	What kind of software do you use to create ads?	12345	
9	Tell me about a time when you had to manage a problematic advertising situation.	12345	
10	What do you think is the most crucial aspect of effective advertising?	12345	
11	How do you think new media has changed the advertising landscape?	12345	

OVERALL ASSESSMENT

CRITERIA	SCORE (1-5)	NOTES
Educational Background Appropriate qualifications or training for the position.	12345	
Prior Work Experience Skills or qualifications acquired through past work.	12345	
Qualifications / Experience The technical skills the position actually needs.	12345	
Problem Solving Abilities Demonstrated critical problem-solving.	12345	
Communication Team building and communication skills.	12345	
Organizational Fit Would this hire steer the organization the right way?	12345	
Directional Fit A step forward, or backward, in their career?	12345	

RECOMMENDATION

☐ Advance ☐ Hold ☐ Decline

1 = well below the bar · 3 = meets it · 5 = clearly above it

AvaHR — hiring software for teams without a recruiter
Use the same scorecard for every candidate in this role.