

CANDIDATE	INTERVIEWER	DATE	STAGE
INTERVIEW QUESTIONS · AFFILIATE MARKETING MANAGER			
1	How do you identify and recruit high-performing affiliates for a program?	1 2 3 4 5	
2	Describe a successful affiliate campaign you managed and the strategies that made it effective.	1 2 3 4 5	
3	How do you handle underperforming affiliates or those that do not comply with brand guidelines?	1 2 3 4 5	
4	Explain how you structure commission rates to motivate affiliates while ensuring profitability for the company.	1 2 3 4 5	
5	How do you use data and analytics to evaluate the performance of an affiliate campaign?	1 2 3 4 5	
6	What strategies do you employ to foster strong relationships with affiliates and ensure long-term partnerships?	1 2 3 4 5	
7	Describe a time when you had to resolve a dispute between the company and an affiliate. How did you approach it?	1 2 3 4 5	
8	How do you stay informed about the most recent developments and proven strategies in affiliate marketing?	1 2 3 4 5	
9	Can you discuss any tools or software you prefer for tracking and managing affiliate activities?	1 2 3 4 5	
10	How do you ensure the brand's consistency and values are maintained across all affiliate promotions and communications?	1 2 3 4 5	
OVERALL ASSESSMENT			
CRITERIA	SCORE (1-5)	NOTES	
Educational Background Appropriate qualifications or training for the position.	1 2 3 4 5		
Prior Work Experience Skills or qualifications acquired through past work.	1 2 3 4 5		
Qualifications / Experience The technical skills the position actually needs.	1 2 3 4 5		
Problem Solving Abilities Demonstrated critical problem-solving.	1 2 3 4 5		
Communication Team building and communication skills.	1 2 3 4 5		

CRITERIA

SCORE (1-5) NOTES

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.