

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · BLOG MANAGER

1	How do you develop a content strategy for a blog to ensure consistent and relevant posts?	1 2 3 4 5	
2	Can you describe a time when you successfully increased a blog's readership or engagement?	1 2 3 4 5	
3	How do you handle feedback or criticism from blog readers, especially negative ones?	1 2 3 4 5	
4	How do you prioritize topics or themes for the blog, especially when multiple stakeholders provide input?	1 2 3 4 5	
5	How familiar are you with SEO best practices, and how do you implement them in blog content?	1 2 3 4 5	
6	Describe a challenging situation you faced in managing a blog and how you overcame it.	1 2 3 4 5	
7	How do you ensure that the blog's content aligns with the broader branding and marketing goals of the company?	1 2 3 4 5	
8	How do you handle content deadlines, especially when collaborating with multiple writers or contributors?	1 2 3 4 5	
9	Can you provide examples of how you've used analytics to improve a blog's performance or content strategy?	1 2 3 4 5	
10	How do you keep updated with the latest trends and developments in the blogging and content creation industry?	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	

CRITERIA	SCORE (1-5)	NOTES
Communication Team building and communication skills.	① ② ③ ④ ⑤	
Organizational Fit Would this hire steer the organization the right way?	① ② ③ ④ ⑤	
Directional Fit A step forward, or backward, in their career?	① ② ③ ④ ⑤	

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.