

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · BRAND AMBASSADOR

1	What experience do you have in marketing and promotion?	12345	
2	How would you build customer and stakeholder relationships to increase brand awareness?	12345	
3	Describe a promotional campaign that was successful because of your involvement.	12345	
4	Can you tell us how you handle difficult conversations with clients or customers?	12345	
5	Tell us about the most rewarding aspects of being a Brand Ambassador.	12345	
6	How do you stay up-to-date with trends and industry news?	12345	
7	What strategies would you employ to promote the company's brand effectively?	12345	
8	What techniques would you use to ensure customers are engaged with our products?	12345	
9	In what ways can you measure the effectiveness of a promotional campaign?	12345	
10	Can you provide examples of how you have used your creativity to enhance promotional activities?	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	

CRITERIA

SCORE (1-5) NOTES

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.