

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · BRAND DIRECTOR

1	Can you describe your experience with brand strategy development?	12345	
2	How does market research influence the development of a brand strategy?	12345	
3	How do you ensure brand consistency across different marketing channels and campaigns?	12345	
4	Could you provide an example of a successful brand campaign you've managed in the past?	12345	
5	How do you stay updated on industry trends and emerging branding techniques?	12345	
6	Describe a situation where you had to rebrand a company. Can you share instances of challenges you've encountered and your approach to overcoming them?	12345	
7	What creative and marketing teams have you led or collaborated with in your previous roles?	12345	
8	In the face of a brand crisis or negative publicity, how do you manage and restore the brand's image?	12345	
9	Can you provide an example of a brand that you believe has an effective and memorable identity?	12345	
10	What's your vision for our brand, and how do you see it evolving in the future?	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	

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.