

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · BRAND STRATEGIST

1	What is your process for developing a brand?	1 2 3 4 5	
2	How do you go about creating a brand strategy?	1 2 3 4 5	
3	Can you give me an example of a brand that you have successfully developed?	1 2 3 4 5	
4	What are the most important elements of branding?	1 2 3 4 5	
5	How do you measure the success of a brand?	1 2 3 4 5	
6	What are the challenges of developing a brand?	1 2 3 4 5	
7	How do you stay ahead of emerging trends in branding?	1 2 3 4 5	
8	What have been your biggest success stories in brand development and strategy?	1 2 3 4 5	
9	Are there any particular industries or markets that you specialize in when it comes to brand development?	1 2 3 4 5	
10	How do you collaborate with other departments within the company to ensure that the brand strategy is implemented correctly?	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	
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.