avaHR

Campaign Manager Candidate Scorecard

Score every candidate against the same questions and criteria

CANDIDATE	INTERVIEWER	DATE	STAGE

INTERVIEW QUESTIONS · CAMPAIGN MANAGER

1	What is your experience managing campaigns?	1 2 3 4 5	
2	What type of clients have you worked with?	1 2 3 4 5	
3	Tell me about a campaign that you were particularly proud of.	1 2 3 4 5	
4	How do you measure the success of a campaign?	1 2 3 4 5	
5	What tools and software do you use to manage campaigns?	1 2 3 4 5	
6	What kind of budgeting experience do you have?	1 2 3 4 5	
7	How would you approach building a campaign from scratch?	1 2 3 4 5	
8	How do you stay up to date with changes in the industry?	1 2 3 4 5	
9	What challenges have you faced while managing campaigns and how did you overcome them?	1 2 3 4 5	
10	Tell me about your ability to manage budgets and allocate resources effectively.	1 2 3 4 5	
11	How do you prioritize tasks and stay organized while managing multiple projects simultaneously?	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	

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.