

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · CHANNEL MARKETING MANAGER

1	What experience do you have in developing and executing channel marketing campaigns?	1 2 3 4 5	
2	How would you go about creating a successful partner program?	1 2 3 4 5	
3	What techniques are best used to incentivize and motivate channel partners?	1 2 3 4 5	
4	Describe your approach to managing relationships with distributors, resellers, and retailers.	1 2 3 4 5	
5	Have you ever encountered any problems or challenges when working on an international scale for product promotion activities?	1 2 3 4 5	
6	How have you measured the success of past Channel Marketing initiatives?	1 2 3 4 5	
7	How do you stay up to date with industry standards and trends in Channel Marketing?	1 2 3 4 5	
8	Are there any specific challenges that you think would arise when managing a remote team within the channel marketing space?	1 2 3 4 5	
9	What strategies have you employed for driving new customer acquisition through Channel Marketing programs?	1 2 3 4 5	
10	Describe your experience using data analytics to inform and optimize Channel Marketing campaigns.	1 2 3 4 5	
11	What metrics have you used to measure the success of your past Channel Marketing initiatives?	1 2 3 4 5	
12	What strategies do you use to evaluate and improve the performance of channel partners?	1 2 3 4 5	
13	How have you gone about using digital marketing tactics, such as SEO and content marketing, to drive growth in Channel Marketing?	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	

CRITERIA	SCORE (1-5)	NOTES
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.