

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · CHIEF BRAND OFFICER

1	Can you describe a successful branding campaign you developed and executed?	1 2 3 4 5	
2	How do you approach building and maintaining brand consistency across multiple platforms and channels?	1 2 3 4 5	
3	Can you provide an example of a time when you had to rebrand a product or company? What steps did you take, and what was the outcome?	1 2 3 4 5	
4	How do you stay current with market trends and consumer behavior to ensure the brand remains relevant?	1 2 3 4 5	
5	Describe a challenging situation where you had to protect the brand's reputation. How did you handle it?	1 2 3 4 5	
6	How do you collaborate with other departments, such as sales and product development, to align brand initiatives with overall business goals?	1 2 3 4 5	
7	What metrics do you use to measure the effectiveness of branding efforts, and how do you use this data to make improvements?	1 2 3 4 5	
8	Can you discuss a time when you had to manage a crisis that threatened the brand's image? What was your strategy, and how did you mitigate the damage?	1 2 3 4 5	
9	How do you ensure that the brand message resonates with the target audience across different cultural and demographic groups?	1 2 3 4 5	
10	What is your process for developing a brand strategy from scratch? What key elements do you focus on, and how do you implement them?	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	

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.