

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · COMMUNICATIONS DIRECTOR

1	What is your experience managing communication for an organization?	1 2 3 4 5	
2	What are your thoughts on how communication should be handled within an organization?	1 2 3 4 5	
3	What are your thoughts on the role of communication in an organization's goals and objectives?	1 2 3 4 5	
4	Can you give us examples of successful communications campaigns you have overseen?	1 2 3 4 5	
5	In your opinion, what is the most critical element of communication for it to be effective?	1 2 3 4 5	
6	How do you think the role of a Communications Director has changed over time, and how do you plan to keep up with evolving trends and best practices in communications?	1 2 3 4 5	
7	What strategies have you used to ensure communications are consistent with an organization's goals?	1 2 3 4 5	
8	Can you give me an example of a time when you had to manage a communications crisis?	1 2 3 4 5	
9	Can you provide me with an overview of your credentials in public relations?	1 2 3 4 5	
10	Can you tell me about your experience with 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	
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.