

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · COMMUNICATIONS MANAGER

1	What is your experience working in the marketing department?	1 2 3 4 5	
2	What are the responsibilities of a Communications Manager?	1 2 3 4 5	
3	What is your experience with managing communications for a company?	1 2 3 4 5	
4	How would you go about developing a communication strategy for a company?	1 2 3 4 5	
5	In your opinion, what is the most crucial element of contact for it to be successful?	1 2 3 4 5	
6	How have you dealt with difficult or sensitive situations in the past?	1 2 3 4 5	
7	What is your experience working with the media?	1 2 3 4 5	
8	What type of software platforms or tools do you use for communications work?	1 2 3 4 5	
9	Describe your experience managing a budget.	1 2 3 4 5	
10	How did you develop and execute communications plans?	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.