

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · CONTENT CREATOR

1	What experience do you have creating content?	1 2 3 4 5	
2	What type of software or tools are you familiar with for content creation?	1 2 3 4 5	
3	Tell me about a successful piece of content you created.	1 2 3 4 5	
4	How do you ensure the accuracy of the facts in your content?	1 2 3 4 5	
5	Do you have any ideas on how to increase engagement with our current content marketing strategy?	1 2 3 4 5	
6	How well do you understand SEO best practices when it comes to creating online content?	1 2 3 4 5	
7	What kind of feedback have you received from your past clients?	1 2 3 4 5	
8	How do you come up with creative content ideas?	1 2 3 4 5	
9	Do you have any experience working with visuals and multimedia content?	1 2 3 4 5	
10	How flexible are you when it comes to adapting to changing client requests in regard to the content you create?	1 2 3 4 5	
11	Tell me about a time when you had a tight deadline but produced excellent content.	1 2 3 4 5	
12	How do you stay up to date on the latest trends in the Content Creation industry?	1 2 3 4 5	
13	What strategies do you use for proofreading or editing your own work?	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	

CRITERIA	SCORE (1-5)	NOTES
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.