

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · CONTENT DEVELOPER

1	What strategies or techniques do you use when developing content?	1 2 3 4 5	
2	Describe your process for research and brainstorming new ideas.	1 2 3 4 5	
3	Have you ever worked with SEO optimization before?	1 2 3 4 5	
4	Can you provide examples of successful projects that you've completed in the past?	1 2 3 4 5	
5	Are you familiar with any content management systems?	1 2 3 4 5	
6	What experiences have you had in producing multimedia content (video, audio, etc.)?	1 2 3 4 5	
7	Do you have experience working with graphic design software like Photoshop or Illustrator?	1 2 3 4 5	
8	Are you able to adjust your writing style for different target audiences?	1 2 3 4 5	
9	How do you ensure that content is engaging and reader-friendly?	1 2 3 4 5	
10	Do you have experience with user testing, A/B testing, or feedback analysis?	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.