

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · CONTENT MARKETING MANAGER

1	What is your content strategy for promoting products or services?	1 2 3 4 5	
2	What type of content do you feel is most effective in marketing?	1 2 3 4 5	
3	How do you measure the success of a content marketing campaign?	1 2 3 4 5	
4	What editing and proofreading experience do you have?	1 2 3 4 5	
5	Do you have any experience with social media marketing?	1 2 3 4 5	
6	How do you stay up-to-date with changes in the content marketing industry?	1 2 3 4 5	
7	Tell me about your experience in coordinating campaigns across multiple platforms.	1 2 3 4 5	
8	How have you used analytics to measure the success of campaigns?	1 2 3 4 5	
9	What processes do you use to ensure that content is distributed efficiently?	1 2 3 4 5	
10	What techniques have you used to keep readers engaged and motivated to take action?	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.