

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · CONTENT MARKETING SPECIALIST

1

Can you describe your approach to developing a content marketing strategy from start to finish?

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2

How do you ensure that your content aligns with a brand's voice and values?

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What content management and analytics tools are you proficient in using?

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Can you provide an example of a successful content marketing campaign you've managed?

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How do you stay updated on industry trends and best practices in content marketing?

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6

Describe your experience with content optimization for SEO.

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How do you measure the success of your content marketing efforts, and what KPIs do you focus on?

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Can you share a challenging content project you've handled and how you overcame obstacles?

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How do you approach creating content that targets specific buyer personas or audience segments?

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What's your process for repurposing and maximizing the value of existing content in a content marketing strategy?

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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.