

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · DATABASE MARKETING MANAGER

1	Can you give an example of a successful campaign you've managed using databases?	1 2 3 4 5	
2	How do you stay current on the latest technologies and trends related to database marketing?	1 2 3 4 5	
3	What challenges have you faced when working with customer databases and how did you address them?	1 2 3 4 5	
4	How do you ensure customer data is secure and compliant with regulations?	1 2 3 4 5	
5	How would you use a database to identify relevant target audiences for specific campaigns?	1 2 3 4 5	
6	What strategies have you implemented to optimize customer segmentation?	1 2 3 4 5	
7	What techniques do you use to analyze the success of a database marketing campaign?	1 2 3 4 5	
8	How do you ensure campaigns are being delivered to the correct target audience?	1 2 3 4 5	
9	What methods do you use to identify potential areas for improvement in database marketing campaigns?	1 2 3 4 5	
10	Have you ever worked with CRM systems or platforms such as Salesforce, Marketo, etc.?	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	

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.