

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · DIGITAL MARKETING ASSISTANT

1	How do you perform market research?	12345	
2	What techniques do you use to gather marketing information?	12345	
3	How do you achieve stable relationships with clients?	12345	
4	How would you perform an effective digital campaign?	12345	
5	How do you measure the effectiveness of digital campaigns?	12345	
6	What is your experience with paid advertising?	12345	
7	Why are content marketing and SEO important?	12345	
8	How do you get customer feedback?	12345	
9	Why is teamwork essential in digital marketing?	12345	

OVERALL ASSESSMENT

CRITERIA	SCORE (1-5)	NOTES
Educational Background Appropriate qualifications or training for the position.	12345	
Prior Work Experience Skills or qualifications acquired through past work.	12345	
Qualifications / Experience The technical skills the position actually needs.	12345	
Problem Solving Abilities Demonstrated critical problem-solving.	12345	
Communication Team building and communication skills.	12345	
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.