avaHR

Digital Marketing Consultant Candidate Scorecard

Score every candidate against the same questions and criteria

CANDIDATE	INTERVIEWER	DATE	STAGE

INTERVIEW QUESTIONS · DIGITAL MARKETING CONSULTANT

1	What is your experience working in digital marketing?	1 2 3 4 5	
2	Can you share a project that you spearheaded during your time in digital marketing?	1 2 3 4 5	
3	What is your understanding of current trends in digital marketing?	1 2 3 4 5	
4	How do you think new technology has changed the landscape of digital marketing?	1 2 3 4 5	
5	Have you ever worked with SEO or SEM before? If so, can you share a little bit about that experience?	1 2 3 4 5	
6	What platforms do you feel most comfortable working with (Facebook, Twitter, Instagram, etc.)?	1 2 3 4 5	
7	Do you have any experience creating or managing email campaigns?	1 2 3 4 5	
8	Can we discuss some of the challenges and successes you've encountered while working in digital marketing?	1 2 3 4 5	
9	How do you keep up to date with the changes and trends in digital marketing?	1 2 3 4 5	
10	What strategies have you implemented that have been successful in increasing traffic or leads?	1 2 3 4 5	
11	Do you have any experience creating content for digital marketing campaigns?	1 2 3 4 5	
12	What do you think makes an effective digital marketing campaign?	1 2 3 4 5	
13	Are there any techniques or tactics that you would use to measure the ROI of a digital marketing initiative?	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	

CRITERIA	SCORE (1–5)	NOTES
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.