

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · DIGITAL MARKETING COORDINATOR

1	What are your responsibilities as a Digital Marketing Coordinator?	12345	
2	Can you give me an example of a project you spearheaded in your previous role?	12345	
3	What is your experience with Google AdWords and Analytics?	12345	
4	How would you describe your writing style?	12345	
5	Have you ever created a social media campaign from scratch?	12345	
6	Do you have any experience working with SEO clients?	12345	
7	What strategies do you utilize to increase website traffic and engagement?	12345	
8	How do you measure the effectiveness of a digital marketing campaign?	12345	
9	What are your thoughts on content marketing as part of a Digital Marketing strategy?	12345	
10	Have you ever worked with A/B testing or multivariate testing tools like Optimizely or VWO?	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.