

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · DIRECTOR OF PRODUCT MARKETING

1	How do you determine the key value propositions for a new product?	12345	
2	Describe a product launch you led and the strategy behind it.	12345	
3	How do you ensure alignment between the product, sales, and marketing teams?	12345	
4	What methods do you use to gather and interpret market and competitive intelligence?	12345	
5	How do you prioritize features or offerings when creating product messaging?	12345	
6	Can you provide an example of a challenging product marketing scenario and how you addressed it?	12345	
7	How do you collaborate with product managers in the early stages of product development?	12345	
8	How do you measure the success of a product marketing campaign?	12345	
9	Describe a time when you had to adjust a product marketing strategy based on feedback or data.	12345	
10	How do you keep current with industry trends and evolving consumer needs in the realm of product 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	

CRITERIA

SCORE (1-5) NOTES

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.