avaHR

Email Marketing Manager Candidate Scorecard

Score every candidate against the same questions and criteria

CANDIDATE	INTERVIEWER	DATE	STAGE

INTERVIEW QUESTIONS · EMAIL MARKETING MANAGER

1	How do you segment an email list to achieve the best engagement and conversion rates?	① ② ③ ④ ⑤	
2	Describe a particularly successful email campaign you've managed. What made it effective?	① ② ③ ④ ⑤	
3	How do you ensure compliance with regulations like the CAN-SPAM Act or GDPR in your email campaigns?	① ② ③ ④ ⑤	
4	How do you handle low open or click-through rates in an email campaign?	① ② ③ ④ ⑤	
5	What tools or software are you familiar with for email marketing and analytics?	① ② ③ ④ ⑤	
6	How do you test and optimize your email campaigns for better performance?	① ② ③ ④ ⑤	
7	How do you coordinate email marketing with other channels like social media or content marketing?	① ② ③ ④ ⑤	
8	Describe a time when an email campaign didn't meet expectations. How did you handle it?	① ② ③ ④ ⑤	
9	How do you stay updated with the latest trends and best practices in email marketing?	① ② ③ ④ ⑤	
10	How do you manage the frequency of emails to avoid overwhelming subscribers while still achieving marketing objectives?	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?	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.