

| CANDIDATE                                                                                 | INTERVIEWER                                                                                                        | DATE  | STAGE |
|-------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-------|-------|
| INTERVIEW QUESTIONS · EMAIL MARKETING SPECIALIST                                          |                                                                                                                    |       |       |
| 1                                                                                         | What experience do you have in email marketing?                                                                    | 12345 |       |
| 2                                                                                         | How do you measure the success of an email campaign?                                                               | 12345 |       |
| 3                                                                                         | Describe a successful email campaign that you have worked on.                                                      | 12345 |       |
| 4                                                                                         | How do you stay up to date with new technologies and trends in your role as an Email Marketing Specialist?         | 12345 |       |
| 5                                                                                         | Do you understand the CAN-SPAM Act and other regulations related to sending emails in bulk?                        | 12345 |       |
| 6                                                                                         | Have you ever created automated or triggered marketing emails, such as welcome series or abandoned cart campaigns? | 12345 |       |
| 7                                                                                         | What strategies do you use to ensure emails are delivered to the inbox?                                            | 12345 |       |
| 8                                                                                         | How would you create an effective subject line for a particular email campaign?                                    | 12345 |       |
| 9                                                                                         | Are there any techniques or strategies that you've used to increase open rates and click-through rates?            | 12345 |       |
| 10                                                                                        | What metrics do you track when measuring the success of an email marketing program?                                | 12345 |       |
| 11                                                                                        | How do you ensure emails are consistent with a company's branding and marketing message?                           | 12345 |       |
| 12                                                                                        | What is your experience in developing segmented email lists?                                                       | 12345 |       |
| 13                                                                                        | What tools have you used to create, manage, and report email campaigns?                                            | 12345 |       |
| OVERALL ASSESSMENT                                                                        |                                                                                                                    |       |       |
| CRITERIA                                                                                  | SCORE (1-5)                                                                                                        | NOTES |       |
| <b>Educational Background</b><br>Appropriate qualifications or training for the position. | 12345                                                                                                              |       |       |
| <b>Prior Work Experience</b><br>Skills or qualifications acquired through past work.      | 12345                                                                                                              |       |       |
| <b>Qualifications / Experience</b><br>The technical skills the position actually needs.   | 12345                                                                                                              |       |       |
| <b>Problem Solving Abilities</b><br>Demonstrated critical problem-solving.                | 12345                                                                                                              |       |       |

| CRITERIA                                                                           | SCORE (1-5) | NOTES       |
|------------------------------------------------------------------------------------|-------------|-------------|
| <b>Communication</b><br>Team building and communication skills.                    | ① ② ③ ④ ⑤   | <hr/> <hr/> |
| <b>Organizational Fit</b><br>Would this hire steer the organization the right way? | ① ② ③ ④ ⑤   | <hr/> <hr/> |
| <b>Directional Fit</b><br>A step forward, or backward, in their career?            | ① ② ③ ④ ⑤   | <hr/> <hr/> |

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.