

CANDIDATE	INTERVIEWER	DATE	STAGE
-----------	-------------	------	-------

INTERVIEW QUESTIONS · INTERNAL COMMUNICATIONS MANAGER

1	How do you determine the most effective communication channels for different messages or audiences within an organization?	1 2 3 4 5	
2	Can you describe a challenging situation where you had to communicate a major organizational change to employees?	1 2 3 4 5	
3	How do you ensure feedback mechanisms are in place to gauge the effectiveness of internal communications?	1 2 3 4 5	
4	How do you handle confidential or sensitive information while maintaining transparency in communications?	1 2 3 4 5	
5	Describe a time when you used data or analytics to drive a change in your communication strategy.	1 2 3 4 5	
6	How do you prioritize and manage multiple communication requests from different departments?	1 2 3 4 5	
7	How do you handle resistance or pushback from employees regarding company communications or changes?	1 2 3 4 5	
8	In what ways have you used technology or innovative tools to enhance internal communications?	1 2 3 4 5	
9	How do you work with leadership or executives to craft key messaging for the organization?	1 2 3 4 5	
10	Describe a campaign or initiative you led that significantly improved employee engagement or understanding of a particular topic.	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	

CRITERIA	SCORE (1-5)	NOTES
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.