

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

INTERVIEW QUESTIONS · MARKETING ASSISTANT

1	What experience do you have working in marketing?	12345	
2	How do you keep up with new trends in digital advertising and media platforms?	12345	
3	What is your experience with content creation?	12345	
4	What is your experience with social media marketing?	12345	
5	Tell me about a time when you had to manage a project budget.	12345	
6	Tell me about a time when you created a successful marketing campaign.	12345	
7	What do you think are the most important skills for a successful marketing assistant?	12345	
8	How would you handle customer service inquiries and complaints from customers?	12345	
9	Describe how you would go about creating an effective content strategy.	12345	
10	Have you ever worked with a team to develop or implement a marketing campaign? If so, what was your role in the process?	12345	
11	Do you have experience using analytics to measure the success of your campaigns?	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.