

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · MARKETING MANAGER

1	What experience do you have in marketing?	1 2 3 4 5	
2	Tell me about a successful marketing campaign that you were involved in.	1 2 3 4 5	
3	How would you go about designing a marketing plan for a new product?	1 2 3 4 5	
4	Can you think of an instance when you had to devise an innovative solution to a marketing problem?	1 2 3 4 5	
5	What do you think sets successful marketing campaigns apart from unsuccessful ones?	1 2 3 4 5	
6	What is your experience with digital marketing?	1 2 3 4 5	
7	Can you give me an example of when you had to lead a team and achieve results?	1 2 3 4 5	
8	How do you go about developing creative ideas?	1 2 3 4 5	
9	What do you think are the biggest challenges faced by marketing managers?	1 2 3 4 5	
10	How do you think new technologies are changing the role of the marketing manager?	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	
Organizational Fit Would this hire steer the organization the right way?	1 2 3 4 5	

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.