

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · MARKETING REPRESENTATIVE

1	What experience do you have in marketing?	12345	
2	How would you analyze customer data to create strategies for our company?	12345	
3	Can you provide examples of successful campaigns that you've worked on?	12345	
4	How adept are you at using various digital marketing tools and platforms, such as Google Ads or social media management software?	12345	
5	In what ways do you think your background makes you a great fit for this position?	12345	
6	Describe how the job aligns with your career aspirations.	12345	
7	What would you do to ensure that our brand's messaging is consistent across all platforms?	12345	
8	How have you handled situations in the past where you had to exceed expectations or push back on requests from clients?	12345	
9	Are there any areas of marketing that are especially appealing or challenging to you?	12345	
10	What do you consider the most important aspects of successful marketing 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.