

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · MARKETING SPECIALIST

1	What campaigns have you led?	12345	
2	What channels do you use to market a product or service?	12345	
3	How would you design a marketing plan for a new product?	12345	
4	Can you think of an example where you used creativity to achieve results in marketing?	12345	
5	Describe a time when you had to analyze data and present your findings.	12345	
6	What tools do you use to measure the effectiveness of marketing campaigns?	12345	
7	Can you think of an instance where you utilized teamwork to complete a project?	12345	
8	How do you handle multiple projects at once?	12345	
9	Can you give me an example of a successful marketing initiative that you spearheaded?	12345	
10	How do you think digital media has changed the landscape of marketing?	12345	
11	Do you think traditional marketing methods are still effective?	12345	
12	What platforms do you feel most comfortable using when marketing?	12345	
13	Do you have any experience working with budgets?	12345	

OVERALL ASSESSMENT

CRITERIA	SCORE (1-5)	NOTES
<div>Educational Background Appropriate qualifications or training for the position.</div>	12345	
<div>Prior Work Experience Skills or qualifications acquired through past work.</div>	12345	
<div>Qualifications / Experience The technical skills the position actually needs.</div>	12345	
<div>Problem Solving Abilities Demonstrated critical problem-solving.</div>	12345	
<div>Communication Team building and communication skills.</div>	12345	

CRITERIA	SCORE (1-5)	NOTES
Organizational Fit Would this hire steer the organization the right way?	<div>12345</div>	<div></div> <div></div> <div></div>
Directional Fit A step forward, or backward, in their career?	<div>12345</div>	<div></div> <div></div> <div></div>

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.