

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · MEDIA DIRECTOR

1	What experience do you have in media production and strategy?	12345	
2	How do you stay current with the latest trends in media strategies?	12345	
3	Describe a successful campaign that you managed.	12345	
4	Tell me about your experience leading teams in creative projects.	12345	
5	How do you measure success when managing campaigns?	12345	
6	What strategies do you use to stay organized and prioritize tasks?	12345	
7	How would you collaborate with other departments to create a successful campaign?	12345	
8	How do you keep up with emerging technologies related to digital media?	12345	
9	What strategies have you implemented to improve user engagement and increase ROI?	12345	
10	Tell me about a time when you had to troubleshoot an issue with a digital campaign.	12345	
11	Describe how you handle multiple projects with tight deadlines.	12345	
12	How would you go about building relationships with media professionals?	12345	
13	What do you think are the key elements of a successful media campaign?	12345	
14	Tell me about your experience with budgeting and forecasting for digital media 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	

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.