

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · MEDIA PLANNER

1	What experience do you have in the media planning field?	1 2 3 4 5	
2	How do you stay up to date with industry trends?	1 2 3 4 5	
3	What was a successful campaign that you created and implemented?	1 2 3 4 5	
4	What challenges have you faced while working on campaigns?	1 2 3 4 5	
5	Tell me about your experience building relationships with clients and vendors.	1 2 3 4 5	
6	How would you manage multiple competing deadlines?	1 2 3 4 5	
7	What strategies do you use to guarantee the highest ROI?	1 2 3 4 5	
8	How do you make sure that your campaigns are compliant with industry regulations?	1 2 3 4 5	
9	Explain how you would create a media plan from concept to launch.	1 2 3 4 5	
10	What techniques do you use to evaluate the performance of an advertising campaign?	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	
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.