avaHR

PR Director Candidate Scorecard

Score every candidate against the same questions and criteria

CANDIDATE	INTERVIEWER	DATE	STAGE

INTERVIEW QUESTIONS · PR DIRECTOR

1	What experience do you have in the public relations field?	1 2 3 4 5	
2	How would you handle a crisis situation?	1 2 3 4 5	
3	Tell me about your experience working with traditional and digital media.	1 2 3 4 5	
4	Describe a recent PR campaign that you developed.	1 2 3 4 5	
5	Can you give me examples of effective tactics that achieved results for clients?	1 2 3 4 5	
6	What strategies would you use to increase brand visibility and engagement?	1 2 3 4 5	
7	How would you measure the success of a particular PR campaign?	1 2 3 4 5	
8	What processes do you use for staying up to date on industry trends and changes?	1 2 3 4 5	
9	Describe your approach to creating and executing a successful media relations plan.	1 2 3 4 5	
10	Do you have any experience working with influencers?	1 2 3 4 5	
11	What are your thoughts on utilizing social media for PR campaigns?	1 2 3 4 5	
12	Tell me about your understanding of budgeting and managing PR projects.	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	

CRITERIA	SCORE (1–5)	NOTES
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.