

CANDIDATE	INTERVIEWER	DATE	STAGE
-----------	-------------	------	-------

INTERVIEW QUESTIONS · PR MANAGER

1	What experience do you have in public relations?	12345	
2	How do you stay up to date with industry trends and changes?	12345	
3	Describe a PR campaign that you have managed from start to finish.	12345	
4	How would you go about creating relationships with the media?	12345	
5	Do you understand the importance of social media platforms when it comes to publicity and brand awareness?	12345	
6	Are there any strategies or skills that you feel set your campaigns apart from others in this field?	12345	
7	How do you keep track of a client's progress and success?	12345	
8	Are there any tools, platforms, or software that you use to manage your PR campaigns?	12345	
9	What have been some of the biggest challenges faced when managing a successful public relations campaign?	12345	
10	What processes do you follow in order to create strong relationships with clients, agencies, and media?	12345	
11	How have you adapted to digital PR campaigns in the past?	12345	
12	What is your approach to crisis management and how do you handle unexpected issues that arise during a campaign?	12345	
13	How would you evaluate the success of a public relations initiative?	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.