

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · PRODUCT MARKETING MANAGER

1	How do you ensure alignment between product development and marketing strategies?	1 2 3 4 5	
2	Describe a product you've successfully launched. What was your go-to-market strategy?	1 2 3 4 5	
3	How do you prioritize features or benefits when communicating a product's value?	1 2 3 4 5	
4	How do you collaborate with sales and product teams to ensure consistent messaging?	1 2 3 4 5	
5	Can you share a time when feedback from the field led to product changes or pivots?	1 2 3 4 5	
6	How do you approach competitor analysis, and how has it informed your strategies in the past?	1 2 3 4 5	
7	Describe a time when you had to market a product with a limited budget. What tactics did you use?	1 2 3 4 5	
8	How do you handle a situation where sales teams are struggling to sell a well-marketed product?	1 2 3 4 5	
9	What methods do you use to stay updated on industry trends and consumer behaviors?	1 2 3 4 5	
10	How do you measure the success of a product marketing campaign, and what KPIs are most important to you?	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	

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.