

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · PUBLIC RELATIONS ASSISTANT

1	What experience do you have working with the media?	1 2 3 4 5	
2	Can you provide examples of successful campaigns that you've been involved in?	1 2 3 4 5	
3	What do you know about our company and our clients?	1 2 3 4 5	
4	How would you go about developing relationships with key media contacts?	1 2 3 4 5	
5	What do you think are the most important skills for a Public Relations Assistant?	1 2 3 4 5	
6	How do you handle difficult situations or clients?	1 2 3 4 5	
7	What tools do you use to track and measure your results?	1 2 3 4 5	
8	Can you provide examples of successful projects that you have completed?	1 2 3 4 5	
9	How will your experience help the organization achieve its goals?	1 2 3 4 5	
10	What do you think makes a good press release?	1 2 3 4 5	
11	How would you go about pitching a story to a journalist?	1 2 3 4 5	
12	What do you think is the most important attribute of a PR Assistant?	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	

CRITERIA

SCORE (1-5) NOTES

Directional Fit

A step forward, or backward, in their career?

12345

RECOMMENDATION

☐ Advance

☐ Hold

☐ Decline

AvaHR — hiring software for teams without a recruiter
Use the same scorecard for every candidate in this role.

1 = well below the bar · 3 = meets it · 5 = clearly above it