

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · PUBLICIST

1	What is your experience in the public relations field?	1 2 3 4 5	
2	How do you feel about promoting businesses through social media?	1 2 3 4 5	
3	What platforms do you feel most comfortable using for promotions?	1 2 3 4 5	
4	Have you had any experience working with press releases? If so, give me an example of a successful campaign you spearheaded.	1 2 3 4 5	
5	Can you think of any times you had to go above and beyond for a client or project?	1 2 3 4 5	
6	Do you have any ideas on improving our current public relations strategy?	1 2 3 4 5	
7	What strategies do you think would be effective in reaching our target demographic?	1 2 3 4 5	
8	Are there any creative ways we could use to build relationships with the media and partners better?	1 2 3 4 5	
9	How comfortable are you working independently or as part of a team?	1 2 3 4 5	
10	What is the most critical aspect of a successful public relations 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	

CRITERIA

SCORE (1-5) NOTES

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.