

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · RECRUITMENT MARKETING SPECIALIST

1	Can you describe a successful recruitment marketing campaign you've designed and what made it successful?	1 2 3 4 5	
2	How do you stay updated with the latest trends in recruitment marketing and candidate preferences?	1 2 3 4 5	
3	Can you share an example of how you've adapted your recruitment marketing strategy to a challenging hiring environment?	1 2 3 4 5	
4	How do you measure the success of your recruitment marketing efforts?	1 2 3 4 5	
5	What role does employer branding play in recruitment marketing, and how have you contributed to it in the past?	1 2 3 4 5	
6	How do you utilize social media platforms for recruitment marketing, and which platform do you find most effective?	1 2 3 4 5	
7	Can you give us an example of a time when you had to market a difficult-to-fill position? What was your approach, and what were the results?	1 2 3 4 5	
8	How do you approach creating and optimizing job advertisements to attract top talent?	1 2 3 4 5	
9	Can you discuss a time when you had to manage and analyze recruitment marketing data? What insights did you gain, and how did they influence your strategy?	1 2 3 4 5	
10	How do you balance innovation with budget constraints in recruitment marketing?	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?	<div>12345</div>	
Directional Fit A step forward, or backward, in their career?	<div>12345</div>	

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.