

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · VP OF MARKETING

1	What is your marketing experience?	12345	
2	What led you to pursue a career in marketing?	12345	
3	What are your thoughts on current trends in marketing?	12345	
4	How would you go about designing a brand strategy?	12345	
5	Describe a time when you successfully generated leads or increased sales.	12345	
6	Tell me about a time when you had to be creative in order to meet a marketing goal.	12345	
7	What do you believe are the most important qualities of a successful marketer?	12345	
8	What is your experience working with marketing teams?	12345	
9	What do you think about customer segmentation and how would you approach targeting different audiences?	12345	
10	What's your take on modern approaches to marketing, such as content marketing and social media advertising?	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	
Communication Team building and communication skills.	12345	
Organizational Fit Would this hire steer the organization the right way?	12345	
Directional Fit A step forward, or backward, in their career?	12345	

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.