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Common Questions to Ask During An Interview.

Take down candidate information.
Name:
Contact details:
Potential role:
Date & time:

Introduce yourself and let them know what to expect.
Hi, thanks so much for coming in today. My name is [INTERVIEWER NAME], and I'm a [ROLE] at [ORGANIZATION]. As I said over email, we're looking for a new digital marketing manager to lead our team of 40 marketers, designers, and copywriters. I'm excited to learn more about you and what interests you about the position.

I expect my questions to take about 30 to 45 minutes, and then I'll leave some time at the end for you to ask any questions you might have.

Questions

1. I'd love to start by learning a little more about you. What are your passions and interests? What motivates you to get out of bed each day?

2. Thank you for that response. Let's dig into your experience a bit. How has your past work or life experience prepared you for this role?

3. What do you consider your greatest accomplishment?

4. Will you describe a time when you helped your team solve a problem or overcome a challenge? How did you approach finding a solution?

5. Can you share a time you disagreed with a team member or client? How did you communicate that disagreement, and what steps did you take to resolve it?

6. Talk me through how you build and launch a marketing campaign. What are some of the most important considerations? How do you prioritize tasks, work with your team, and ensure the creative product aligns with the brand image?

7. My last question is a fun one, and please feel free to brainstorm and get creative: If you were marketing yourself as a brand, what would be your brand's mission or vision, major design elements, and target audience?

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Give them space to ask questions.

So, that wraps up my questions. Do you have any questions for me about the position?

Conclude the interview.

Thank you so much. It was great talking with you, [CANDIDATE NAME]. We have a few more interviews this week, but you can expect to hear from us by [DATE]. I appreciate your time.

Take notes during the interview.

[INSERT REAL-TIME NOTES FROM INTERVIEW]