## [Insert Logo here]

## Interview Guides (Samples)

**Pre-screen Interview Guide Sample | Digital Marketing Manager**

|  |  |
| --- | --- |
| **Candidate:** |  |
| **Interviewer:** |  |
| **Pre-screen Date:** |  |
| **Resume Source:** |  |
| **LinkedIn Profile:** |  |

|  |  |
| --- | --- |
| **Interview Scorecard** | **Score** |
| **Preparedness** | **/5** |
| *Comments:* | |
| **Curiosity** | **/5** |
| *Comments:* | |
| **Trustworthiness** | **/5** |
| *Comments:* | |
| **Role alignment with their aspirations** | **/5** |
| *Comments:* | |
| **Relevant experience for the position** | **/5** |
| *Comments:* | |
| **Communication & interpersonal skills** | **/5** |
| *Comments:* | |
| **Total score:** | **/30** |
| **Recommendation (Yes / No / Maybe):** |  |
| **Pros:**  **Cons:**  **Other comments:** | |

**Set the agenda for the conversation:**

* Introduction
* Questions for me to learn about you, your experience and what you’re looking for
* Opportunity for you to ask me any questions you may have
* Next steps

**Introduction:**

[High level introduction of the organization (Write a script and stick to it):

* Key differentiators from competitors (e.g. We are the only sports organization in BC that offers… / we recently added a new program that…)
* Team size, working style
* The team / details around this role (e.g. This is our first digital marketing role, will be working closely with X)
* Work location, hybrid mode details if applicable…]

**Interview Questions (General):**

Tell me a bit about yourself. What do you like to do for fun?

What excites you about this position with the organization? What made you decide to apply / have this conversation with me today?

What is motivating you to make a change now / why did you leave your last role?

What is the most important thing to you in your next role?

What is your experience working with not-for-profit organizations?

**Interview Questions (Role-Specific):**

Tell me about your experience in digital marketing, particularly in the not-for-profit space.

What sort of KPIs are you responsible for in your current role? What is your success rate at hitting your targets?

Walk me through your general approach and some of your specific strategies in your current role. What marketing tools do you rely on the most to achieve your goals?

Which marketing and analytics platforms do you have experience with?

**Housekeeping Questions:**

What has your experience been like with working remote / hybrid mode? Have there been any challenges?

What are your salary expectations?

Can you confirm that you are legally eligible to work in Canada on a full-time basis?

Assuming the role is a great fit for you and you a great fit for us, what would be your ideal start date?

Do you have any questions for me?

**Wrap Up:**

[Let the candidate know when they can expect an update after this call (Within X business days), who to contact if they wish to follow up, what the next steps would be should they go to the next round (e.g. Deep dive interview with X, testing, final interview with Y, etc., background and reference checks (if applicable), offer).]

**Deep Dive Interview Guide Sample | Digital Marketing Manager**

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| --- | --- |
| **Candidate:** |  |
| **Interviewer:** |  |
| **Interview Date:** |  |
| **LinkedIn Profile:** |  |

|  |  |
| --- | --- |
| **Interview Scorecard** | **Score** |
| **Digital marketing experience in not-for-profit / sports** | **/5** |
| *Comments:* | |
| **Understanding of all aspects of digital marketing** | **/5** |
| *Comments:* | |
| **Balance of strategy vs. execution** | **/5** |
| *Comments:* | |
| **Drive / ambition** | **/5** |
| *Comments:* | |
| **Readiness for leadership responsibilities** | **/5** |
| *Comments:* | |
| **Communication & interpersonal skills** | **/5** |
| *Comments:* | |
| **Total score:** | **/30** |
| **Recommendation (Yes / No / Maybe):** |  |
| **Pros:**  **Cons:**  **Other comments:** | |

**Set the agenda for the conversation:**

* Introduction
* Questions for me to learn about you, how your skills and experience might fit into this role at the organization
* Opportunity for you to ask me any questions you may have
* Next steps

**Introduction:**

[High level self-introduction of interviewer(s) (Write a script and stick to it):

* Your role at the organization
* How long you’ve been with the organization
* Your prior industry experience.
* Your work relationship with this role (if applicable) ...]

**Interview Questions (General):**

Can you take 2-3 minutes to tell us about yourself?

[If applicable, ask any clarifying questions about their skills/experience based on the notes from the pre-screen or the resume. These questions should be prepared ahead of time.]

What about this opportunity at the organization interests you the most?

What are your biggest motivators, what lights you up in your work?

What kind of management style would suit you the best? *(i.e. How do they expect their manager to support them?)*

How do you stay organized in your work?

Of all the digital marketing content you’ve seen on our website or social media, what is something that has stood out to you and why? *(Gauge their level of genuine interest in your organization, have they actually looked into your marketing content?)*

**Interview Questions (Role-Specific):**

Walk me through your most recent digital marketing campaign. How was it executed?

What has been the most successful campaign you have worked on? What was your role in it? What made it so successful?

Tell me about a time when a marketing campaign you were involved with did not perform as expected. What did you learn from the experience?

What’s a new marketing tactic that you’ve tried recently? How did it go?

What do you think is the biggest challenge in digital marketing for our organization, and how would you address it?

Do you have any questions for me?

**Wrap Up:**

What is one interesting thing about you that is not on your resume and we haven’t talked about already?

[Let the candidate know when they can expect an update after this call (Within X business days), who to contact if they wish to follow up, what the next steps would be should they go to the next round (e.g. Final interview with X, background and reference checks (if applicable), offer).]

**Culture Interview Guide Sample | Digital Marketing Manager**

|  |  |
| --- | --- |
| **Candidate:** |  |
| **Interviewer:** |  |
| **Interview Date:** |  |
| **LinkedIn Profile:** |  |

|  |  |
| --- | --- |
| **Interview Scorecard** | **Score** |
| **Level of engagement / genuine interest** | **/5** |
| *Comments:* | |
| **Desire to work collaboratively / help others** | **/5** |
| *Comments:* | |
| **Willingness to learn** | **/5** |
| *Comments:* | |
| **Alignment of expectations** | **/5** |
| *Comments:* | |
| **Working style a good match for the team** | **/5** |
| *Comments:* | |
| **Values, passion and ethics are aligned with the organization** | **/5** |
| *Comments:* | |
| **Total score:** | **/30** |
| **Recommendation (Yes / No / Maybe):** |  |
| **Pros:**  **Cons:**  **Other comments:** | |

**Set the agenda for the conversation:**

* Introduction
* Questions for me to learn about you, how you might fit into the team
* Opportunity for you to ask me any questions you may have
* Next steps

**Introduction:**

[High level self-introduction of interviewer(s) (Write a script and stick to it):

* Your role at the organization
* How long you’ve been with the organization
* Your prior industry experience.
* Your work relationship with this role (if applicable) ...]

**Interview Questions:**

Tell me a bit about yourself. What do you like to do for fun?

What do you think will be your biggest challenge stepping into this role?

How do you measure success?

Describe for me the type of work environment you thrive in.

Tell me about a time when you worked on a task that was outside of your job description.

Tell me about a time when you had a disagreement / conflict with someone at work. How did you approach the situation and what was the outcome?

If we spoke with your current / former manager, what would they say are your biggest strengths and weaknesses? (Probe: what have you done to overcome those weaknesses?)

Do you have any questions for me?

**Wrap Up:**

[Let the candidate know when they can expect an update after this call (Within X business days), who to contact if they wish to follow up, etc.]