

HOW TO INTERVIEW A MARKETER & CANDIDATE SCORING SHEET

How To Interview A Marketer

Look, we get it - running a business is no joke. You're the HR manager, the accountant, the frontline worker, and a dozen other roles all rolled into one.

Now, you're in the market (pun intended!) for a marketing expert to help propel your business to the next level.



The big question is: How do you interview a marketer if you're not a marketer yourself?

Don't fret; we've got you covered! This guide will break down the key aspects you should focus on while interviewing candidates for a marketing position.



Start With The Basics

Begin by Understanding Your Needs:

Before you interview anyone, you must know what you're looking for. Do you need someone to manage social media, boost SEO, handle email campaigns, or a bit of everything?

Identifying your specific needs will help you ask the right questions.



Go Beyond the Resume:

Resumes can be deceptive. Someone might have all the right keywords but lack the real-world experience or the creative mindset to handle the challenges that come with marketing.

It's essential to look for substance behind the bullet points.



Questions to Ask

Since you're likely not a marketing guru yourself, we've prepared some questions that can help you get to the core of a candidate's capabilities.





General Questions



What interested you in becoming a marketer?

Why it's important: Passion often drives performance. Look for candidates who love what they do.



Can you explain your experience with inbound and outbound marketing?

Why it's important: This helps you understand their overall experience level and knowledge of two major types of marketing.

Technical Questions

What marketing tools are you familiar with?

Why it's important: You want someone who's adept at using tools that improve efficiency and results.



Can you describe a successful marketing campaign you've managed?

Why it's important: This will give you an insight into their practical skills and what they consider to be a 'success.'



Behavioral Questions



Describe a time you faced a marketing challenge and how you overcame it.

Why it's important: Challenges are a part of the job; you want someone who can navigate them well.



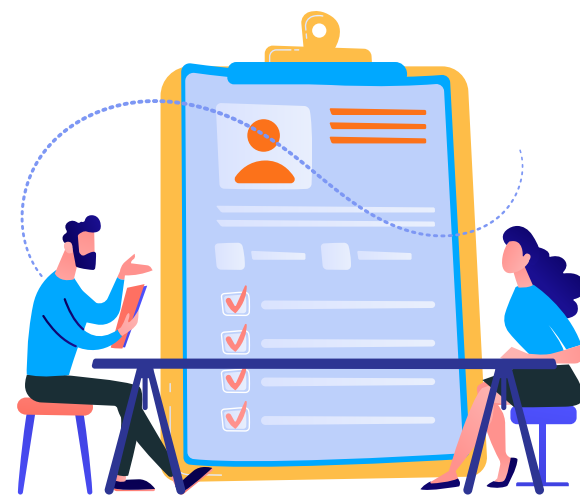
How do you handle stress or tight deadlines?

Why it's important: Marketing can be fast-paced. You need someone resilient and reliable.

Note Down Their Answers

Remember, you're not just looking for "correct" answers, but answers that fit with your company's culture, goals, and the specific challenges you're facing.

Note down the answers so you can revisit them later.

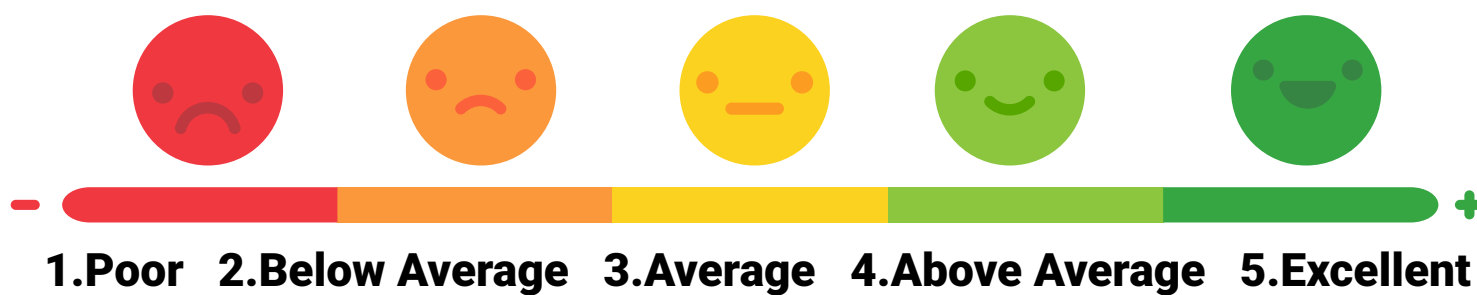


Use a Rating System



Consider using a simple 1-5 rating system next to each question to indicate how well the candidate answered.

This can help you quickly recall the quality of their responses when you review your notes later.



Dig for Examples

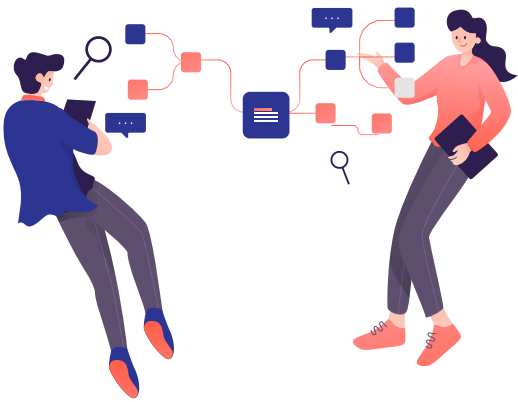
If a candidate makes a claim like, "I excel in SEO," ask them for specific examples or stories that can back up their statement.

These concrete examples will give you a better sense of their true capabilities.



Tips for Post-Interview

Share Your Notes with Trusted Advisors



If you're not well-versed in marketing, it can be incredibly helpful to have a second opinion from someone who is.

Share your notes with a trusted advisor or colleague who has some marketing know-how and can provide insights that you might have missed.

Take Your Time but Not Too Much Time

Keep in mind that the best candidates are often in high demand.

While it's crucial to be thorough in your decision-making process, try not to let too much time lapse between the interview and your follow-up. This demonstrates your interest and respects the candidate's time.



Trust Your Instincts



Sometimes your gut feeling can be the tie-breaker between two equally good candidates.

If someone checks all the boxes but doesn't feel like the right fit for your company culture, it's okay to trust that instinct.

Revisit Your Goals

Before making a decision, revisit the goals and needs you identified at the beginning of this process. Does the candidate align with them? Will they bring you closer to your business objectives? Use these criteria as your final litmus test.



Compare and Evaluate

After you've conducted all the interviews, sit down and go through your notes. Consider how each candidate answered your questions and whether they align with your business's needs.

Okay, take a deep breath; you're doing great! With these tips in hand, you'll be more than prepared to interview marketers for your business.

Next, we'll dive into how to score these candidates to make your final decision.



Candidate Scoring Sheet

[Link to Candidate Scoring Sheet >>](#)

Instructions

Weight (%): This column represents the importance of each criterion. All weights should sum to 100%.

Score (1-5): Rate the candidate on each criterion based on the Scoring Guide.

Weighted Score: Multiply the Score by the Weight for each criterion. Sum these up to get the total weighted score for each candidate.

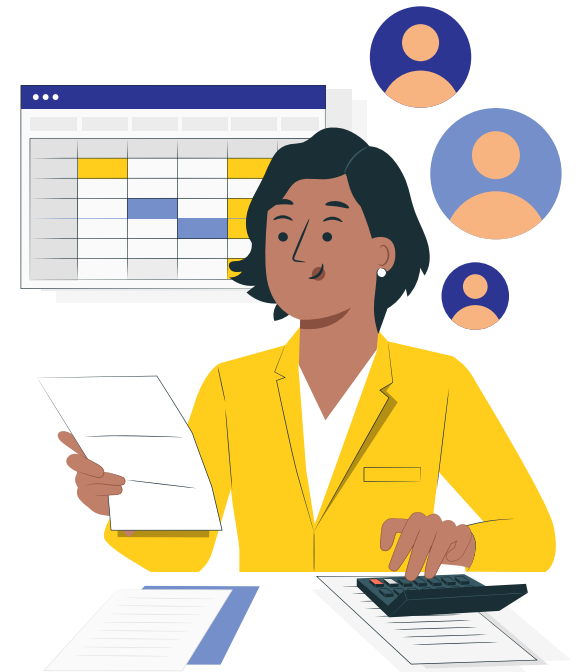


Example of calculating the weighted score

If a candidate scores 4 in "Relevant Work Experience" which has a weight of 20%, then the weighted score would be $4 \times 0.20 = 0.80$.

After you evaluate all candidates, you can compare their total weighted scores to make a more informed decision.

Note: Feel free to adapt the criteria and weights according to the specific needs of your organization or role.



Scoring Guide



1.Poor 2.Below Average 3.Average 4.Above Average 5.Excellent