

Interview Questions Guide for the Marketing Consultant

Section 1: Instructions for using the Interview Questions Guide during the Interview

- Start by explaining the purpose of the technical and behavioral competency questions to the candidate. Let them know that the questions are designed to assess their knowledge and experience for the specific role, as well as their soft skills and personal qualities.
- Review the technical and behavioral competency requirements for the role outlined in the Table in Section 2(Left column of the table). This will help you to determine which questions to ask the candidate during the interview.
- Use the interview questions provided in Table contained in Section 2 of the template to assess the candidate's technical and behavioral competencies separately. You may ask follow-up questions or clarify any points if needed.
- Begin with the technical competency questions. These questions should focus on the candidate's technical skills and experience for the role for which they are being interviewed. Ask the candidate to provide specific examples of how they have used these tools and processes in their previous roles.
- After asking the technical competency questions, move on to the behavioral competency questions. These questions should focus on the candidate's soft skills and personal qualities, such as teamwork, initiative, adaptability, confidentiality, communication, research, and analysis. Ask the candidate to provide specific examples of how they have demonstrated these skills in previous roles.
- Use a mix of open-ended and situational questions to assess the candidate's technical and behavioral competencies. Open-ended questions allow the

candidate to provide more detailed answers, while situational questions can help to gauge the candidate's ability to handle specific scenarios.

- Take notes during the interview to record the candidate's responses to each question. This will help you to compare candidates and make an informed hiring decision.
- At the end of the interview, summarize the candidate's strengths and areas for improvement based on their responses to the technical and behavioral competency questions. This can help to guide your decision-making process and ensure that you hire the most suitable candidate for the role.
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- At the end of the interview, thank the candidate for their time and let them know when they can expect to hear back from you regarding the hiring decision.

Section 2: Interview Questions For Marketing Consultant

Interview Questions For Assessing Technical Competencies:

To assess these competency indicators	Ask these questions
● Applies marketing principles and best practices to develop effective strategies. ● Applies digital marketing and social media knowledge to create successful campaigns. ● Stays updated with industry trends and technologies to improve marketing outcomes.	● Can you walk me through your process for developing an effective marketing strategy? ● How have you utilized digital marketing and social media to achieve successful campaign outcomes in the past? ● How do you stay updated with the latest marketing trends and technologies to improve marketing outcomes? ● Can you provide an example of how you have applied data analysis to inform marketing strategies in the past? ● How do you ensure that your marketing strategies align with the principles and best practices of the industry?

Interview Questions For Assessing Behavioral Competencies:

To assess these competency indicators	Ask these questions
• Analyzes problems and creates practical solutions for clients. • Communicates effectively and presents ideas clearly to clients. • Manages projects and time effectively to meet deadlines and exceed expectations. • Conducts thorough research and data analysis to inform marketing strategies. • Works independently and manages multiple projects and clients simultaneously.	• Can you describe a time when you had to analyze a complex problem and create a practical solution for a client? • How have you effectively communicate your ideas and strategies to clients in the past? • Can you give an example of a time when you had to manage multiple projects and clients simultaneously, while meeting deadlines and exceeding expectations? • How do you conduct research and analyze data to inform your marketing strategies? • Can you describe a time when you had to work independently to manage a project and achieve successful results for the client?