

## **Hiring a Marketing Manager? Ask These Interview Questions**

Regardless of the industry or organization you're involved with, these common marketing manager competencies should assist in determining your candidate of choice

Give us an example of a marketing plan you developed for a recent marketing project or program

The plan should demonstrate how he/she can design and implement a marketing program or project. Writing a plan will demonstrate the candidate's ability to clarify anticipated outcomes and show their focus on what resources are required to make it happen. Likely included will be sales/marketing objectives, target market, customer perception and/or attitudes, influencing the customer's perception of your company to your advantage and the main message being conveyed. In evaluating the answer, focus on how the plan was detailed and outlined, and what facts or research it was based on. An exceptional candidate may have an example on a thumb drive that they bring with them to the interview or can email to you, or a portfolio in hand.

Tell me about a marketing project in which you had to coordinate and manage a cross functional team to achieve your goal

Focus on their ability to co-ordinate and delegate activities efficiently. Probe how they motivate others to do what's necessary for the team good rather than just their own. See if they delegated the project roles and responsibilities or did it all themselves. Did they manage and minimize any personality conflicts? Did they meet with the group regularly, solicit feedback and provide progress updates? Ask about their style and why it works, and where they learned this.

Give me an example of how you've managed a tight budget to accomplish a marketing activity

Another opportunity to see how/if their planning and organizing skills get the best return for the least expenditure. Note if they had controls or thresholds in place to track and stay on budget. Were they forced to adjust their plans if necessary? Why? Discuss their ability (and desire or resistance) to react quickly and accurately to meet new demands, hiccups and/or constraints.

Give an example of how you've utilized online and social media marketing tools

Determine if they've used online marketing including search engine tactics and optimization, click-through advertising, writing for the Web using keywords, social media, e.g. Facebook pages, customer research to design for customer-friendly experiences, and tracking the online campaign success.