

Interview Rubric

Candidate Name:				
Position for which candidate is interviewing:				
Interviewer(s):				
Date:				

Please ask every candidate the following questions and rate their answer on a scale from 1 to 5, in accordance with the following scale:

1. Candidate is unable to provide an answer.
2. Candidate is unable to provide an example or make a clear connection to their past experience.
3. Candidate has provided a satisfactory answer.
4. Candidate has provided a satisfactory answer with substantive examples.
5. Candidate has proven through their answer how they've achieved positive results by their actions.

Include any notes or comments in the space below each question.

Background Information

This section includes general questions that will help us to understand the applicant better.

How did you learn about this position and what prompted you to apply?	Score:	1	2	3	4	5
Why are you interested in a career in marketing?	Score:	1	2	3	4	5
What are your personal and professional goals? In three years? In five years? In ten years?	Score:	1	2	3	4	5

Skills Questions

In this section, you will ask specific questions that will help determine whether the candidate has the technical skills required for the position.

If I were speaking to your friends or your former supervisor, what would they say are your strengths? Weaknesses? Tell me how these play out.	Score:	1	2	3	4	5
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Tell me about a successful marketing campaign you recently worked on. What was your contribution? Why do you consider it successful?	Score:	1	2	3	4	5
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Tell me about a marketing campaign that did not work as well as expected. What went wrong?	Score:	1	2	3	4	5
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What is your favorite marketing book or blog? Why?	Score:	1	2	3	4	5
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What are three components of a successful inbound marketing strategy? Give me an example of how you have used these in a past situation.	Score:	1	2	3	4	5
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Which tools have you used to report on the success of your marketing campaigns? Which do you like best and why?	Score:	1	2	3	4	5
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Competency Questions

In this section, you will ask specific questions designed to evaluate the candidate's competencies in areas such as initiative, critical thinking, results-orientation and stress management.

How do you stay organized and on task? Let's say you were given a tight deadline on a complex project. How would you tackle it? How did you learn that approach?	Score:	1	2	3	4	5
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What do you think are the three biggest challenges facing companies today when it comes to marketing? How have you addressed these in past positions?	Score:	1	2	3	4	5
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What techniques do you use to measure the quality of your work? What steps do you take to ensure the desired quality is achieved?	Score:	1	2	3	4	5
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Tell me about a time you made a mistake. What did you do when you realized this? How did you handle it? What did you learn?	Score:	1	2	3	4	5
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Behavior Questions

In this section, you will ask questions that are designed to measure how the candidate will behave in certain situations relating to leadership, communication, conflict management and reactions to feedback.

Tell me about a time when you demonstrated leadership skills. What about this example makes it a good example of leadership?	Score:	1	2	3	4	5
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Tell me about a time you felt frustrated by a friend or co-worker. How did you handle this situation?	Score:	1	2	3	4	5
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Tell me about a time you disagreed with a manager and how you handled it?	Score:	1	2	3	4	5
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What is the best piece of criticism anyone has ever given you? What did you do as a result?	Score:	1	2	3	4	5
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Culture Questions

In this section, you will ask the candidate questions that relate to their fit with IMPACT’s culture. Your evaluation should measure the degree to which the candidate’s response indicates that they are a good fit for our organizational culture.

What kind of a workplace are you looking to be a part of? What do you mean by that? Give me an example.	Score:	1	2	3	4	5
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In what way is our culture a good fit for you? How would you enrich it if hired?	Score:	1	2	3	4	5
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What are the top three things you are motivated by?	Score:	1	2	3	4	5
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Final Questions

Ask these questions last, before the interview concludes.

If we were to make you an offer, when would you be available? How much notice would you need to give your current employer?	Score:	1	2	3	4	5
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Are you under consideration for another position? Do you have any active offers or are you expecting any?	Score:	1	2	3	4	5
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Do you have any questions you would like to ask us or anything you would like to add?	Score:	1	2	3	4	5
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At what point dollar-wise would you accept our job offer, and at what point dollar-wise would you reject it?	Score:	1	2	3	4	5
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RATING					
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What is the candidate's average score across all categories?	Score:	1	2	3	4	5
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Comments:

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Interviewer Signature:					
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