**MARKETING INTERVIEW EVALUATION FORM**

Interview rating sheet: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Candidate’s Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Position/Job title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Department/team: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Interviewed By**

This interview rating sheet should be used by interviewers to provide an objective way to score candidates. Use the below numerical rating system to assign values to the candidate’s skills or area in question.

The numerical rating system is based on the following:

* 5★ – Excellent
* 4★ – Good
* 3★ – Average
* 2★ – Below Average
* 1★ – Poor

**Educational Background**

Does the candidate meet the education requirements to hold a marketing role at this company?

**Certifications**

Does the candidate hold the necessary marketing certifications and training?

Marketing Experience – Does the candidate have sufficient and relevant marketing experience?

**Growth**

Has the candidate shown growth in traffic over the course of their last job?

**Industry familiarity**

Is the candidate familiar with your specific industry?

**Decision-making**

Did the candidate demonstrate an ability to make timely, cost effective, and informed decisions?

**Content Promotion**

Does the candidate show a deep understanding of content promotion strategies?

**Influencer awareness**

Is the candidate able to point to their favorite marketer and explain why they are so effective?

**Tools**

Is the candidate familiar with the relevant marketing tools they will be using in this role?

Metrics – Has the candidate in past roles dealt with contradictory or misleading metrics and was able to explain the metrics to non-marketing professionals?

**Product Marketing**

Does the candidate demonstrate knowledge of an effective product launch?

**Social Media Marketing**

Has the candidate done research on your company's social media and does the candidate have points of possible improvement to offer?

**Content**

Is the candidate able to highlight their favorite piece of content and explain its connection to companywide goals?