

Employer Brand Manager Interview Questions

Includes an interview guide, suggested questions and scorecard to create a streamlined and consistent interview process for every job candidate

NAME: _____ **DATE:** _____

Tell me about your experience in marketing, specifically in corporate or company branding.

What has your experience with creating campaigns for recruitment marketing looked like? What would you like to do more or less of?

What are some long-range marketing objectives that you developed in your last job? What did you do to achieve them?

What are the key metrics you focus on to measure employer branding success?

How do you stay on top of trends in recruitment marketing and branding?

In your current (or most recent) role, what project or strategy that you were responsible for are you the most proud of and why?

Can you talk a little bit about your perception of the role of employer branding in candidate experience?

In your experience, what is the key to having a strong employer brand?

After learning about this opportunity, what made you take the next step and apply for the job?

Has your perception of this opportunity changed based on our interview?

SCORE CARD



PROS: _____

CONCERNS: _____

INTERVIEWED BY: _____