

INTERVIEW PRACTICE

COMMON MARKETING INTERVIEW Q'S

Good marketers ask the right questions! They are constantly sourcing information from their customers or audiences to find out what makes them tick and map out their journey's.

When you're interviewing for a marketing role at some stage throughout the process, you are going to be interviewed by a Senior Marketing professional or specialist Recruiter and they will ask the hard-hitting questions.

When you're in a Marketing role, you need to be able to pitch to internal stakeholders so you can achieve the desired budgets and the best Marketers will take people on journeys which is exactly what you need to do when it comes to your interview questions.



Below are some of the questions that could be asked in interview. Some questions are focused more towards senior marketing or management roles, so if you haven't managed budgets or lead teams just yet, don't stress! Focus on the areas that suit you best:

- Tell me about your current role?
- How big is the marketing team that you form part of?
- Who did you report to in your most recent role?
- What were they like as a leader?
- How is the marketing strategy and execution divided amongst the team?
- How big is the budget you are working with?
- Why did you decide to get into marketing?
- To you, what is the purpose of marketing?
- What methods of marketing have you used previously?
- How do you stay current with marketing trends and techniques?
- Where do your strengths lie in marketing?
- What are the key components to ensure a successful campaign?
- Would you say your more focused on traditional or digital marketing?
- Tell me about the most successful campaign you have been apart of? What was so great about it?
- Tell me about a campaign you have been part of that wasn't so great? Knowing what you know now, what would you change to ensure it's success?

- What springs to mind when I ask you what the best marketing campaign you've seen is?
- Who are your favourite brands? Why?
- Tell me about a time you'd had to run a campaign on a tight budget. How did it go?
- Where do you see yourself in 5 years?
- What does your ideal marketing team look like?
- Have you had experience managing and end to end marketing calendar?
- What scheduling tools have you had experience using?
- Have you engaged with creative agencies in the past?
- How do you ensure you pick the right agency for the right campaign?
- If you could work anywhere, where would you work and why?
- What is your biggest achievement to date in your career?

Most of the marketing questions that you get asked will focus around examples of your experience and campaigns you have been apart of. It's a really good idea to create and develop a portfolio to back up your examples particularly if you come from more of a creative background. Don't be afraid to bring an iPad or lap top along to a meeting to showcase your skills.

Good luck!