



SAMPLE INTERVIEW QUESTIONS

Social Marketing/Communications Manager Position

1. What is your definition of social marketing? How do you think it differs from public relations?
2. What kind of social marketing efforts have you worked on and what was the time frame?
3. With whom have you partnered on your social marketing efforts? *(For example, government agency, nonprofit group, business)*
4. ***[If you've asked for writing samples (especially of press releases, newsletters, brochures, or other materials that served to promote various programs, events, or ideas), ask candidates about the materials.]*** What was the goal of the material and do you feel that it accomplished that goal? Who was the target audience of the material? Did you involve the audience in the development of the material? How? How much of this did you write? How much editing by someone else did these materials require?
5. Tell me about your web experience. ***[Note: it would be helpful, but not mandatory, if this person had web experience to use to promote your system of care to the community.]***
6. Do you have any other specialized skills that could enhance your social marketing responsibilities, such as graphic design or photography?
7. Give an example of a time you promoted community activities to members of the community and to the media. How did you get the word out? Did you conduct media interviews?
8. In addition to community activities, have you done communications outreach to other specific audiences? ***[Ask about experience with your specific stakeholders, such as schools, law enforcement, child welfare, health professionals, etc.]***
9. Tell me about different audiences you've worked with and how you approached them. ***[Note: It would be beneficial if they are familiar with the target audience(s) you want to reach. Probe specific experience working cross-culturally.]***
10. Tell me who you feel are key opinion leaders in this community. How would you go about reaching them? Have you worked with any community leaders? Are you familiar with their culture? How would you approach working with them to change their mind about an issue?
11. Tell me about your experience developing culturally competent communications programs. How did you ensure cultural competence?
12. What is your experience in working on special events? What kind? Was the media involved?

13. Have you served as a presenter/speaker at community workshops and/or events? Please discuss.
14. Do you have training experience? If so, to what audience and what topics did you cover? ***[Note: It would be valuable if the person in this position could give training to your program leadership, including family members and youth, on how to give effective media interviews and serve as spokespeople for your local system of care.]***
15. What challenges have you faced in your public relations/outreach efforts? How did you overcome them to achieve your goal? How did you identify the challenge? How did you evaluate success?
16. What do you think will be the greatest challenge in marketing our system of care to all of our audiences?
17. What do you think will be the greatest opportunity?