

## Vervoe Interview Guide

# Marketing Assistant

This interview guide is intended to be used in conjunction with the Vervoe skills assessment. Where a candidate has scored Low - Medium on a skill, focus on asking more questions from that skill to gain deeper insight into their level of competency.

Assessment score (%)

HIGH

MEDIUM

LOW

Assessment Skills

Marketing, Client/Stakeholder Management, Creative Thinking, Adaptability

Competency/Skill	Candidate with this will display	Low	Medium	High
Marketing	<ul style="list-style-type: none"><li>• Demonstrated experience in a marketing role for an agency or internal</li><li>• Understands the key function of marketing</li><li>• Takes direction and works well in adapting environments</li><li>• Ability to prioritize competing demands deadlines</li></ul>			
<b>Questions</b>				
	What marketing skills do you consider yourself an expert in?			
	Why does the function of marketing interest you?			
	What was the most successful campaign you have worked on? Why was it successful and what was your input?			
	What social media marketing channels would you consider for marketing to our demographic?			
	What's the difference between sales and marketing?			

Comments

# Client/Stakeholder Management

Competency/Skill	Candidate with this will display	Low	Medium	High
<b>Client/Stakeholder Management</b>	<ul style="list-style-type: none"> <li>• Demonstrates professionalism in all encounters and communication with clients or stakeholders</li> <li>• Ability to handle tough situations and have uncomfortable conversations with stakeholders</li> <li>• Maintains positive relationships with internal stakeholders and clients</li> <li>• Manages multiple relationships concurrently, ensuring each is being developed positively</li> </ul>			
<b>Questions</b>				
	Tell me about the most difficult client or internal stakeholder you have had to manage. How did you deal with this?			
	Have you ever had to have an uncomfortable conversation with a client or stakeholder? How did you approach this situation?			
	How would you handle an unreasonable client/ stakeholder?			

**Comments**

# Creative Thinking

Competency/Skill	Candidate with this will display	Low	Medium	High
<b>Creative Thinking</b>	<ul style="list-style-type: none"> <li>• Ability to think outside of the box to solve problems</li> <li>• Looks at problems in another light that hasn't been considered previously</li> <li>• Sees barriers as challenges and comes up with suitable solutions</li> </ul>			
<b>Questions</b>				
	Describe a time where you have had to create a 'workaround' for a problem that didn't have a direct or obvious solution.			
	Describe a time where you have embraced a creative idea that wasn't yours. How did you react, what did you do?			

Comments

# Adaptable

Competency/Skill	Candidate with this will display	Low	Medium	High
<b>Adaptable</b>	<ul style="list-style-type: none"><li>• Ability to quickly change direction without angst</li><li>• Can handle last-minute changes</li><li>• Demonstrates the ability to roll with the punches</li></ul>			
<b>Questions</b>				
	Describe a time where you worked hard on a project and the client or stakeholder changed their minds. How did you handle this?			
	How have you dealt with changing jobs in the past?			
	Tell me about a time when a client or stakeholder wasn't happy with your work which meant you had to change it.			

## Comments