

Digital Marketing Specialist: Interview Guide

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	Digital Marketing, Management, Strategy SEO, Relationship

Competency/Skill	Candidate with this will display
Digital Marketing	<ul style="list-style-type: none"> Strong experience in incorporating a range of marketing initiatives including email, SEO, social and content to deliver results for various brands Consistently measures success of strategies and amends accordingly to ensure greatest results
Questions	
	What has been your greatest success in digital marketing to date?
	How do you measure the success of your digital marketing campaigns?
	What is your favourite digital marketing strategy and why?
Comments	

Competency/Skill	Candidate with this will display
SEO	<ul style="list-style-type: none"> Competent in all areas of SEO marketing Understands the impact SEO can have on potential customers finding an organisation Measures success of SEO and adjusts if required
Questions	
	How do you measure SEO success?
	Describe your approach to keyword search.
	How do you stay up to date with changes made to Google to ensure SEO strategies are still effective?
Comments	

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Competency/Skill	Candidate with this will display
Relationship Management	<ul style="list-style-type: none">• Confidently manages relationships with clients to ensure repeat business• Listens to customer's requirements and provides expert opinion to achieve this• Provides professional services to internal or external customers
Questions	
	Describe a tough customer (internal or external) relationship you have managed. How did you ensure it was still a positive relationship?
	Describe a time where you have had to communicate an unpopular decision or negative news to a stakeholder.
	How do you build genuine lasting professional relationships with your customers?
Comments	

Competency/Skill	Candidate with this will display
Strategy	<ul style="list-style-type: none">• Has strategic mindset when it comes to digital media, each action has a meaningful purpose• Forward thinking and planning for content and campaigns• Uses data to analyse results and make necessary adjustments
Questions	
	When provided with a new client brief, what is your usual process for developing content strategy?
	Tell me about a time where you had to adjust a strategy because it wasn't returning the results you anticipated.
	What is your approach to developing an SEO strategy?
Comments	