

Social Media Marketing Specialist Hiring 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	Social Media, Strategy, Creative, Stakeholder Management

Competency/Skill	Candidate with this will display
Social Media	<ul style="list-style-type: none"> • Strong knowledge in various social media avenues • Competent in SEO • Ties together multiple social media channels for brands to ensure comprehensive exposure and results
Questions	
	Describe the most successful social media campaign you have executed.
	What are your favourite social media channels and why?
	Do you have any weaknesses in social media marketing? How do you counteract your weaknesses or ensure they don't impact your results?
Comments	

Competency/Skill	Candidate with this will display
Strategy	<ul style="list-style-type: none"> • Has strategic mindset when it comes to social media, each action has a 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?
	How do you measure the success of your campaigns?
	What is the most successful strategy you have implemented?
Comments	

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Competency/Skill	Candidate with this will display
Creative	<ul style="list-style-type: none">• Inherent creative abilities to think outside of the box and generate new, engaging ideas• Has ability to work across different brands and think creatively for diverse brand personalities• Can think on behalf of the customer and consumer
Questions	
	Describe the most creative campaign you have created and executed.
	Where do you get your creative inspiration from?
	When working with a new brand or client, how do you embody the brand or create content that speaks directly to the target market?
Comments	

Competency/Skill	Candidate with this will display
Stakeholder Management	<ul style="list-style-type: none">• Ability to manage multiple stakeholders from diverse backgrounds and businesses• Provides clear expectations to clients about timeframes, projects and completion dates• Confident to provide clear guidelines and stand ground to clients if needed
Questions	
	Describe the toughest stakeholder you have managed. Why were they the toughest and how did you manage this relationship?
	How would you manage a client who was constantly demanding updates or additional resources from you?
	How do you ensure your clients are repeat customers?
Comments	