

# Growth Marketer

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	<span style="background-color: #28a745; color: white; border-radius: 10px; padding: 2px 5px;">HIGH</span> <span style="background-color: #ffc107; color: white; border-radius: 10px; padding: 2px 5px;">MEDIUM</span> <span style="background-color: #dc3545; color: white; border-radius: 10px; padding: 2px 5px;">LOW</span>
Assessment Skills	Growth Marketer, Lead Generation, Critical Thinking, Creative

Competency/Skill	Candidate with this will display
Growth Marketer	<ul style="list-style-type: none"> <li>• Thinks out of the box for ways to increase leads or customer acquisition</li> <li>• Is not afraid to trial new strategies and fail</li> <li>• Learns from mistakes and makes adjustments to their approach</li> <li>• Has excellent communication skills that enables them to liaise effectively with all divisions in a business to fully understand positioning</li> </ul>
<b>Questions</b>	
	When you first start with a new company, how do you understand its product/service and customers? Provide examples.
	Describe a time where you have tried something in your work and it hasn't worked. What did you learn and how did you adjust?
	How do you build relationships with multiple divisions in a business? Why do you think this is important for this role?
<b>Comments</b>	

Competency/Skill	Candidate with this will display
Lead Generation	<ul style="list-style-type: none"> <li>• Is strategic in who they approach for cold outreach</li> <li>• Not afraid to cold email or reach out to cold contacts for lead generation</li> <li>• Demonstrates resilience that enables them to continue with lead generation after setbacks</li> <li>• Proficient in targeting prospects that have issues that the product/service solves</li> </ul>
<b>Questions</b>	
	If you were successful in this position, what sectors/verticals/industries would you first target and why?
	Describe your strategy for targeting new prospects. Please provide examples of how you have done this in the past or if you haven't, how you would in this role.

	What is the most creative way you have used to gain leads? If you haven't yet - can you think of a creative way to gain leads from our prospects?
<b>Comments</b>	

Competency/Skill	Candidate with this will display
Critical Thinking	<ul style="list-style-type: none"> <li>• Inherent ability to process a lot of information and pick out important parts that they can use for their role</li> <li>• Ability to work through a large amount of information without being overwhelmed</li> <li>• Can draw inferences from a small amount of information and act on it</li> </ul>
<b>Questions</b>	
	Describe a time where you have been presented with a wealth of information and had to make conclusions from it. How did you draw out the important information and disregard the rest?
	Describe a time where you have created a project/lead from a small amount of information and it was successful.
	How do you prefer to gather information that you can use for your work in marketing?
<b>Comments</b>	

Competency/Skill	Candidate with this will display
Creative	<ul style="list-style-type: none"> <li>• Thinks outside of the box to grab prospects attention and generate new leads</li> <li>• Tries new ways to generate leads rather than staying with the same method</li> <li>• Not afraid to try things that haven't been done before</li> </ul>
<b>Questions</b>	
	Describe a time where you took a chance on a new idea and it paid off.
	Describe a time where an idea or process that once worked, stopped having the same results. How did you react?
<b>Comments</b>	