

What does a Professional Hiring Manager look for in a Marketing Director?



1. **Grit:** Perseverance and passion for the craft.
2. **Resourcefulness:** If you don't know how to do something, will you jump at the chance to figure it out.
3. **Creativity:** Do you offer alternative thinking or problem-solving?
4. **Positive attitude:** Do people want to be around you?

What are the questions to ask?

A. In an interview, it's pretty easy for me to gauge these based on a few questions.

- 1) Tell me about a goal you're working on personally or professionally.
- 2) Tell me about a recent project that didn't go as planned.
- 3) Have you ever "measured customer perception" (something outside of their skill set but needed in the role). If not, are you open to learning and how would you go about it learning a new skill?

B. Then I dig into skills needed for the role. Here are some questions I would likely ask:

- 1) What was your favorite campaign? Tell me about it.
- 2) If you are a recent college grad, what was your favorite course and why.
- 3) I will present a specific marketing challenge and ask how you would approach it. What tools might you use to solve the problem?

C. I will dig in on marketing data and analytics. If you want to measure brand, what metrics would you look at?

D. Then I dig in on how you like to work, independently or collaboratively so I can see if you're a fit for the structure of the team.

E. I will ask if you have looked at our website or social media, what would you change?

F. If it's more senior level, I would ask what budget should we have? What should our team look like? I will get specific with segments of the business and how to reach audiences.

G. Then I wrap with some favorite questions to get to know you better:

- 1) What would you do differently in your next role?
- 2) Among the people you've worked with, who do you admire and why?
- 3) What are you really good at but never want to do anymore?
- 4) Imagine yourself in three years. What do you hope will be different about you then compared to now?
- 5) What's the dream role? What do you consider the pinnacle of your career?