

# Interview Guide for Growth Manager

SocialGameCo

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## About this Guide

Welcome to this strategic guide to streamline and enhance the interview process for the position of Growth Manager. This document serves as a comprehensive resource for hiring teams, ensuring a structured, efficient, and effective evaluation of candidates. Through structured interviewing, our aim is to identify a candidate who not only possesses the necessary technical skills and experience but also aligns with SocialGameCo's values and culture.

The playbook outlines a clear structure for the interview process, including a detailed assessment of key competencies, practical assignments, and behavioral insights. Through this approach, we aspire to understand each candidate's potential and ensure the best fit for both the role and SocialGameCo.

The guide includes both behavioral and situational interview questions. We recommend dividing up competencies and questions between two or three interviewers and using a combination of both types to assess a candidate's suitability for the role.

- Behavioral questions are based on the premise that past behavior predicts future performance. These questions prompt candidates to recount specific past experiences, focusing on their actions and outcomes. They are effective for roles where past experience is a strong indicator of success, especially in skills like problem-solving and leadership. For example, asking "Describe a time when you worked under a tight deadline" assesses time management and pressure handling.
- Situational questions are hypothetical and designed to assess how candidates might handle future situations. They test judgment and problem-solving abilities, asking candidates to respond to imaginary scenarios. These questions are useful for evaluating less experienced candidates or roles requiring adaptability. An example is, "How would you handle a project falling behind schedule?" which gauges analytical thinking and adaptability.

Both behavioral and situational questions are valuable in interviews but serve different purposes. Behavioral questions are best for roles where past experience predicts success, while situational questions suit roles requiring future problem-solving and adaptability. A combination of both types offers a comprehensive assessment of a candidate's capabilities.

This interview guide was created by [Deliverables AI](#) using GPT-4 and is based on the job description and company description provided. It should be used in conjunction with an interviewer's expertise and knowledge of the domain to assess the candidate's suitability for the role. Research shows that structured interviews are significantly more effective and less biased at identifying successful future employees and we welcome any feedback you have to [feedback@deliverables.ai](mailto:feedback@deliverables.ai).

# About SocialGameCo

Vision Statement: "To revolutionize the social gaming landscape by crafting unique, immersive, and community-driven experiences that connect people globally, transcending boundaries and creating a world where play is an integral part of everyday life."

Mission Statement: "Our mission is to develop innovative social gaming platforms that offer engaging, interactive, and enriching experiences. We strive to create games that not only entertain but also foster a sense of community and connection among players worldwide. By leveraging cutting-edge technology and creative storytelling, we aim to become a leading force in the social gaming industry, continuously pushing the boundaries of what social games can be."

Values:

1. **Innovation and Creativity:** We are committed to continuous innovation and creativity in our games and platforms. We believe in thinking outside the box to provide unique gaming experiences.
2. **Community and Connection:** Our core focus is building strong, inclusive communities. We create games that bring people together, fostering connections and friendships.
3. **Quality and Excellence:** We are dedicated to the highest standards of quality in our game development. Our aim is to deliver excellence in every aspect of our games, from graphics to user experience.
4. **Integrity and Transparency:** We conduct our business with integrity and transparency. We believe in honest communication with our players and stakeholders.
5. **Learning and Growth:** We are committed to continuous learning and growth. We encourage our team to take on new challenges and grow both professionally and personally.
6. **Fun and Playfulness:** At our core, we believe in the power of fun and playfulness. We strive to infuse these elements into our games and our workplace culture.

By adhering to these values, we aim to not just create games, but to enhance lives through the joy of social gaming.

# Job Description

Job Title: Growth Manager

Location: Remote

**Company Overview:** A dynamic and innovative early-stage social gaming startup, specializing in creating engaging and interactive gaming experiences. With a small, dedicated team of four, we are poised for rapid growth and are looking for a talented Growth Manager to spearhead our user acquisition and retention strategies.

**Job Description:** We are seeking an experienced Growth Manager to join our team. This role is pivotal in driving the growth of our user base and establishing our brand in the competitive social gaming market. The ideal candidate will possess a mix of creativity, analytical prowess, and a growth hacker mindset.

**Key Responsibilities:**

1. **User Acquisition Strategy:** Develop and implement effective user acquisition strategies to attract a broad and engaged user base.
2. **Data-Driven Optimization:** Utilize data analytics to optimize marketing campaigns, understand user behavior, and drive continuous improvement.
3. **Brand Building:** Collaborate with the team to enhance brand visibility and user engagement through innovative social media and marketing campaigns.
4. **Partnership Development:** Identify and cultivate strategic partnerships to boost user growth and market presence.
5. **Retention Strategies:** Implement retention strategies to maintain a high level of user engagement and reduce churn.
6. **Budget Management:** Efficiently manage the marketing budget to maximize ROI on marketing and advertising spends.
7. **Team Collaboration:** Work closely with the development, design, and content teams to ensure a unified approach to user experience and branding.

**Qualifications:**

1. Bachelor's degree in Marketing, Business, or related field.
2. Proven experience in growth marketing, particularly in the gaming or tech industry.
3. Strong analytical skills and experience with data-driven decision making.
4. Excellent communication and teamwork skills.

5. Experience with digital marketing tools and platforms.
6. Creative thinker with a track record of implementing innovative growth strategies.

#### What We Offer:

- Opportunity to be a part of a growing startup and shape the future of social gaming.
- A collaborative, flexible, and dynamic work environment.
- Competitive compensation and equity options.
- Remote work flexibility.

How to Apply: Please send your resume, a brief cover letter explaining why you are a good fit for this role, and any relevant work samples or case studies to [email@domain.com].

We look forward to hearing from you and potentially having you on our team to drive our growth and success!

## Interview Agenda

### Welcome and Introduction

Greet the candidate warmly, introduce the interview team members, and explain the format and estimated timeline of the interview process. Set a friendly and professional tone to make the candidate comfortable.

### Company Overview

Provide a brief overview of SocialGameCo, highlighting the vision and mission statements. Emphasize the values of innovation, community, quality, integrity, learning, fun, and how these are integral to the company culture.

## Job Overview

Discuss the Growth Manager position, its significance to the company's objectives, and the key responsibilities including user acquisition strategies, data-driven optimization, brand building, partnership development, retention strategies, budget management, and team collaboration.

## Competency Deep Dive

Review the competencies which are considered critical for the role:

- Strategic User Acquisition
- Analytical and Data-Driven Decision Making
- Brand Development
- Partnership Cultivation
- Retention Strategy Formulation
- Marketing Budget Management
- Interdisciplinary Collaboration
- Innovative Thinking
- Ethical and Transparent Practices
- Cultural Agility

## Candidate Vision and Strategy

Encourage the candidate to share their vision for the role of Growth Manager and discuss how they would approach the strategy for user growth and engagement at SocialGameCo.

## Q&A and Wrap Up

Open the floor to the candidate for any questions they may have about the role or the company, and provide clear and informative answers. Conclude the interview by thanking the candidate for their time and discussing the next steps in the hiring process.

# Competency Framework

The following competencies have been identified for the Growth Manager role at SocialGameCo:

1. **Strategic User Acquisition:** Ability to develop and execute innovative user acquisition strategies that align with SocialGameCo's value of 'Innovation and Creativity', to attract and engage a diverse user base in the competitive social gaming market.
2. **Analytical and Data-Driven Decision Making:** Proficiency in using data analytics to inform marketing campaigns, understand user behavior, and drive continuous improvement, reflecting the 'Learning and Growth' value with a focus on quantitative skills to maximize marketing effectiveness.
3. **Brand Development:** Creative expertise in enhancing brand visibility and engagement through innovative marketing and social media campaigns, demonstrating the 'Innovation and Creativity' and 'Community and Connection' values by building a brand that resonates within gaming communities.
4. **Partnership Cultivation:** Skill in identifying and nurturing strategic relationships to augment user growth and strengthen market presence, which requires a keen understanding of the gaming ecosystem and SocialGameCo's value of 'Community and Connection'.
5. **Retention Strategy Formulation:** Capability to design and apply retention strategies aimed at maintaining high levels of user engagement and loyalty, therefore embodying SocialGameCo's values of 'Community and Connection' and 'Quality and Excellence'.
6. **Marketing Budget Management:** Ability to manage and allocate marketing funds efficiently with a focus on maximizing return on investment, showcasing SocialGameCo's commitment to 'Quality and Excellence' and cost-effective decision-making.
7. **Interdisciplinary Collaboration:** Strong collaborative skills to work harmoniously with the development, design, and content teams, ensuring a unified branding and user experience approach that reflects SocialGameCo's 'Community and Connection' value.

8. Innovative Thinking: A mindset grounded in originality and forward-thinking, which is core to generating unique growth strategies and aligns with the SocialGameCo's 'Innovation and Creativity' value.
9. Ethical and Transparent Practices: Commitment to ethical marketing and clear, honest communication with stakeholders and the user community, upholding the SocialGameCo value of 'Integrity and Transparency'.
10. Cultural Agility: Ability to understand and adapt to various gaming cultures and practices globally, fostering an inclusive environment in alignment with the 'Community and Connection' value.

## **Competency 1. Strategic User Acquisition**

Requires designing and implementing inventive strategies to captivate and retain a diverse player base, aligning with SocialGameCo's ethos of innovation and creativity within the challenging social gaming arena.

### **Lead Question**

"Describe a time when you successfully developed and launched a user acquisition campaign. How did you ensure it was innovative, and what metrics did you use to measure its success? Did you make any adjustments based on these metrics?"

*Assess experience with campaign development and execution, evidence of innovative strategy design, ability to measure effectiveness, and adaptive tactics.*



## Situational Scenario

"You're tasked to gain 100k new users with a limited budget in a saturated market. Describe your initial steps and how you'd allocate the budget."

*Evaluate their strategic planning, resourcefulness, budgeting skills, and ability to work within constraints.*

## Diving Deeper

Data Analysis and Optimization: "How would you utilize data analytics to modify and enhance user acquisition campaigns in real-time?"

Creative Brand Synergy: "Can you provide an example of how you've integrated a brand's identity into a user acquisition strategy?"

Stakeholder Collaboration: "Explain how you have worked with cross-functional teams to bolster user acquisition efforts."

## Evaluation

Rating 1	Rating 2	Rating 3	Rating 4	Rating 5
No evidence of strategy, lacks understanding, poor metrics.	Basic strategy, limited innovation, some grasp of metrics.	Solid strategy, moderate innovation, good metric use.	Advanced strategy, high innovation, excellent metrics.	Exceptional strategy, groundbreaking innovation, mastery of metrics.

# Competency 2. Analytical and Data-Driven Decision Making

Excellence in leveraging data insights for informed marketing strategies, understanding consumer behaviors, fostering product enhancement, and fortifying the 'Learning and Growth' value through adeptness in quantitative analysis to bolster marketing efficacy.

## Lead Question

"Can you describe a situation where you analyzed a complex dataset to formulate a marketing strategy? How did you ensure the reliability of your data sources, interpret your findings, and measure the success of the implemented strategy?"

*Look for evidence of a systematic approach, critical thinking, attention to data source quality, the clarity of interpretation, and the use of success metrics.*

## Situational Scenario

"Imagine our user acquisition rate has plateaued despite increased marketing spending. How would you use data analytics to diagnose the issue and what steps would you take based on your findings?"

*Evaluate analytical problem-solving skills, usage of specific diagnostic metrics, and the ability to craft action steps from insights.*

## Diving Deeper

Statistical Proficiency: "What statistical tools or techniques do you utilize in making data-driven marketing decisions?"

Information Synthesis: "How do you synthesize information from disparate data sources to arrive at a cohesive strategy?"

Impact Evaluation: "Explain how you evaluate the impact of a marketing campaign and adjust strategies for better outcomes?"

## Evaluation

Rating 1	Rating 2	Rating 3	Rating 4	Rating 5
Cannot demonstrate basic data analysis or decision making with data.	Shows limited data interpretation skills and simplistic decision making.	Competent in data analysis; makes informed decisions with guidance.	Strong analytical skills; independently makes data-driven decisions.	Expertly analyzes complex data and leads strategic decision making.

## Competency 3. Brand Development

Creative expertise in enhancing brand visibility and engagement through innovative marketing and social media campaigns, demonstrating the 'Innovation and Creativity' and 'Community and Connection' values by building a brand that resonates within gaming communities. The ideal candidate should also be skilled in analyzing market trends, positioning the brand strategically, and driving brand loyalty.

## Lead Question

"Can you describe your most successful brand development campaign and the impact it had on the business? In your answer, please illustrate how you assessed the market, the innovative approaches you employed, and how you measured success."

*Look for strategic thinking, creativity, ability to analyze the market, specific innovations, and clear metrics of success connected to business outcomes.*

## Situational Scenario

"Our latest game has received initial positive feedback but hasn't achieved the desired market penetration. How would you approach increasing visibility and connection with the target gaming audience?"

*Evaluate scenario response for strategic insights, understanding of target audience, and effective use of social media and marketing campaigns.*

## Diving Deeper

Market Analysis and Strategy: "How do you stay informed about market trends and utilize this information when developing a brand strategy?"

Community Engagement: "Can you give an example of how you've built a sense of community around a brand, and why it was effective?"

Brand Positioning and Loyalty: “What are your key considerations for positioning a brand in a competitive market to foster brand loyalty?”

## Evaluation

Rating 1	Rating 2	Rating 3	Rating 4	Rating 5
Shows limited understanding; lacks strategic or creative approach.	Some relevant insights; strategy and creativity need improvement.	Average understanding; acceptable strategy and creativity.	Good insights and strategy; displays strong creativity and alignment.	Highly strategic and creative; demonstrates excellent market insight and business impact.

## Competency 4. Partnership Cultivation

Skill in identifying and nurturing strategic relationships to augment user growth and strengthen market presence, which requires an astute understanding of the gaming ecosystem, a focus on innovation, and an alignment with SocialGameCo’s value of ‘Community and Connection’. This role necessitates proactive outreach, strategic alignment with partner goals, and a long-term approach to building mutually beneficial relationships.

### Lead Question

“Tell me about a time when you established a partnership that significantly expanded a company’s user base. What steps did you take to identify and secure that partnership, and how did you ensure it aligned with both companies’ strategic goals? Can you also discuss any challenges you faced and how you overcame them?”

*Look for specifics in identifying suitable partners, negotiation skills, strategic alignment, problem-solving abilities, and the impact of the partnership on user growth.*

## **Situational Scenario**

“Imagine you have identified a potential partnership with a popular streaming service that aligns with our community-focused gaming values. How would you approach initiating this partnership and what key aspects would you highlight as benefits to both parties?”

*Evaluate initiative, strategic planning, communication skills, and how the candidate ensures mutual benefits and aligns with company values.*

## **Diving Deeper**

Strategic Alignment: “How would you evaluate a potential partner’s compatibility with SocialGameCo’s vision and values before proceeding with partnership negotiations?”

Negotiation Skills: “Can you share an example where your negotiation skills directly contributed to successfully forming a partnership, and what was the key to that success?”

Sustaining Partnerships: “Describe your approach to maintaining and growing existing partnerships over time. What metrics or indicators do you look for to measure the success of a partnership?”

## Evaluation

Rating 1	Rating 2	Rating 3	Rating 4	Rating 5
No concrete examples, poor problem-solving, doesn't grasp ecosystem.	Some understanding, lacks strategic thought and clear examples.	Adequate experience, moderate strategic alignment, some impact shown.	Good examples, smart strategy, clear user growth, navigates challenges.	Exceptional insights, robust strategy, metrics driven, strong user growth impact.

## Competency 5. Retention Strategy Formulation

Capability to design and apply retention strategies aimed at maintaining high levels of user engagement and loyalty, reflecting SocialGameCo's values and enhancing user satisfaction and overall experience.

### Lead Question

"Can you describe a successful retention strategy you've formulated in the past and how you measured its success? What were its pain points, and how did you iterate on the strategy?"

*Look for detailed strategy description, metrics defined for success, ability to identify challenges, and iterative approach to improvements.*

## Situational Scenario

"Imagine SocialGameCo released a new game, which saw a steep drop-off in user activity after two weeks. How would you formulate a retention strategy to counteract this trend?"

*Expect strategic thinking, practical steps for engagement, analytical approach for understanding drop-off, and alignment with company values.*

## Diving Deeper

Analytical Understanding: "How do you use data to inform and adjust your retention strategies?"

User Empathy: "Can you give an example of how user feedback has shaped your retention strategy?"

Creative Incentivization: "Describe a unique incentive you implemented to boost user retention and its impact."

## Evaluation

Rating 1	Rating 2	Rating 3	Rating 4	Rating 5
Vague retention strategies, no success metrics, ignores challenges.	Basic strategy, limited success metrics, acknowledges but doesn't	Solid strategy, clear metrics, some problem-solving shown.	Thoughtful strategy, good adaptation for challenges, strong metrics.	Highly effective strategy, comprehensive metrics, innovative problem-solving.



Rating 1	Rating 2	Rating 3	Rating 4	Rating 5
	address challenges.			

## Competency 6. Marketing Budget Management

Proficient in distributing marketing funds judiciously to maximize ROI, reflect SocialGameCo's value of 'Quality and Excellence,' and facilitate prudent financial decisions.

### Lead Question

"Can you describe a situation where you had to adjust a marketing budget in response to unexpected changes in the market or company objectives? What was the outcome, and how did you communicate the changes to stakeholders?"

*Seek an analytical approach to problem-solving, clear communication, and evidence of aligning with company goals.*

### Situational Scenario

"You have a limited marketing budget, and two campaigns: A has steady performance, B is experimental but potentially more lucrative. How do you allocate funds?"

*Decision-making skills, strategic thinking, ability to balance risk and stability, ROI considerations.*

## Diving Deeper

Strategic Allocation of Resources: "How do you prioritize marketing initiatives when planning your budget allocation?"

ROI Analysis and Optimization: "How do you evaluate the ROI of a marketing campaign, and what steps do you take if the ROI is below expectations?"

Stakeholder Communication: "Describe how you report marketing budget status and performance to non-marketing stakeholders."

## Evaluation

Rating 1	Rating 2	Rating 3	Rating 4	Rating 5
Lacks strategic insight; poor communication; minimal ROI focus.	Some strategy, but weak analysis; communication needs improvement.	Adequately manages budget with decent ROI; communication adequate.	Good resource allocation and ROI; communicates changes effectively.	Exceptional strategy; maximizes ROI; excels in stakeholder communication.

## Competency 7. Interdisciplinary Collaboration

The Growth Manager should effectively navigate and facilitate collaborative processes among diverse teams such as development, design, and content, integrating various perspectives to achieve unified branding and seamless user experience in alignment with SocialGameCo's emphasis on 'Community and Connection'.

## Lead Question

"Can you discuss a time when you led a cross-functional project that required significant coordination among different teams, and how did you ensure all perspectives were integrated into the final product? Were there any challenges, and how did you overcome them?"

*Look for specific examples that demonstrate the candidate's ability to lead and integrate cross-functional team efforts, overcome challenges, and the successful outcomes of the collaborative work.*

## Situational Scenario

"Imagine you're overseeing a campaign involving our developers, designers, and content creators to launch a new feature in our game that emphasizes user connectivity. How would you ensure cohesive collaboration across these teams for maximum impact?"

*Evaluate the candidate's strategic thinking and ability to articulate a clear process for synchronizing interdisciplinary efforts towards a unified goal.*

## Diving Deeper

Communication Proficiency: "How do you tailor your communication style when discussing project details with teams of varying expertise and how do you ensure that essential information is effectively conveyed?"

Conflict Resolution and Consensus Building: "Describe a situation where you had to mediate a disagreement between team members from different departments and how you facilitated a consensus."

Project Integration Management: “How do you keep diverse projects and team activities aligned with the strategic objectives of the company?”

## Evaluation

Rating 1	Rating 2	Rating 3	Rating 4	Rating 5
Lacks cross-functional leadership; ineffective collaboration.	Minimal collaboration; occasional integration of team perspectives.	Adequate facilitation of team collaborations; some successful outcomes.	Strong collaboration skills; integrates team perspectives well.	Expert in leading diverse teams; consistently achieves unified, successful outcomes.

## Competency 8. Innovative Thinking

A mindset of creativity and forward-thinking essential for crafting unique growth strategies, reflecting SocialGameCo’s dedication to innovation and creativity.

### Lead Question

“Can you describe a time when you identified a novel opportunity for growth that others overlooked, and how did you persuade your team to pursue it? What challenges did you encounter and how did you overcome them?”

*Look for evidence of original thinking, persuasive communication, obstacle navigation skills, and resilience in implementation.*

## Situational Scenario

"The user acquisition rate for our flagship game has plateaued despite all traditional marketing avenues being exploited. Present an unconventional strategy that could rekindle user interest and growth."

*Evaluate originality, practicality, alignment with company values, and likely effectiveness of proposed strategies.*

## Diving Deeper

Creative Problem-Solving: "Describe an instance where a nontraditional approach solved a complex problem at your previous job."

Adaptability to Change: "Talk about a time when a sudden change in the market required an immediate pivot in strategy. How did you handle it?"

Foresight in Planning: "Give an example of how you anticipated future trends and how it informed your strategy development."

## Evaluation

Rating 1	Rating 2	Rating 3	Rating 4	Rating 5
Lacks original ideas or follow-through abilities.	Shows minimal innovation with some effective persuasion	Presents sound innovative strategies with clear thought process.	Displays strong innovative thinking with persuasive and adaptive	Exemplifies exceptional innovation with impact, foresight, and

Rating 1	Rating 2	Rating 3	Rating 4	Rating 5
	or problem-solving.		problem-solving.	effective execution.

## Competency 9. Ethical and Transparent Practices

The Growth Manager must exhibit a strong adherence to ethical principles and transparent communication, ensuring that marketing strategies and engagements with both stakeholders and the user community reflect the company's commitment to integrity and transparency.

### Lead Question

"Can you describe a time when you had to make a difficult decision in a marketing role that tested your ethics and how you ensured transparency with your stakeholders?"

*Evidence of ethical decision-making, communication of transparent practices to stakeholders, and alignment with company values.*

### Situational Scenario

"Your marketing data analysis suggests that a certain misleading ad campaign could potentially increase user acquisition significantly. How would you handle this situation?"

*Rejection of misleading tactics, commitment to ethical practices, and alternatives focused on integrity.*

## Diving Deeper

Accountability and Honesty: "Tell me about a time when you took responsibility for a mistake in a professional setting. How did you communicate this and what was the outcome?"

Respect for User Privacy: "How do you balance aggressive marketing techniques with respect for user privacy and consent?"

Fair and Unbiased Practices: "Have you ever encountered bias in marketing practices? How did you address the issue and ensure fairness?"

## Evaluation

Rating 1	Rating 2	Rating 3	Rating 4	Rating 5
Shows disregard for ethics, favors misleading tactics.	Acknowledges ethics but lacks concrete examples of transparency.	Demonstrates basic understanding and application of ethical practices.	Provides clear examples of ethical actions and transparent communication.	Exemplifies high ethical standards and champions transparency in all actions.

## Competency 10. Cultural Agility

Capacity to appreciate, navigate, and harness varied cultural contexts and practices within the gaming sphere to build an inclusive global community, aligned with the 'Community and Connection' value.

## Lead Question

"Can you describe a time when you had to adapt your marketing strategy to accommodate diverse cultural perspectives within the gaming industry? How did you ensure your approach was inclusive and resonated with different communities? What challenges did you face, and how did you overcome them?"

*Look for specific instances that demonstrate an understanding of different cultural nuances, evidence of inclusive marketing strategies, how they overcame challenges, and adaptability in their approach.*

## Situational Scenario

"Imagine our game has unexpectedly become popular in a region with a very different cultural context from where it was developed. How would you adapt our user acquisition and retention strategies to better appeal to this new audience?"

*Evaluate the candidate's consideration of cultural differences, their practical steps for audience-specific strategy adaptation, and innovative and inclusive approaches to user acquisition and retention.*

## Diving Deeper

Cross-Cultural Communication: "How would you communicate the value of our game to an international audience while being mindful of cultural sensitivities and differences?"

Cultural Intelligence: "How have you used cultural intelligence to drive engagement or solve a problem in a multicultural setting?"



Global Community Engagement: “What strategies have you previously employed to engage and grow a gaming community across different cultural backgrounds?”

## Evaluation

Rating 1	Rating 2	Rating 3	Rating 4	Rating 5
Shows little understanding of cultural nuances, no clear strategy.	Recognizes cultural differences, struggles with inclusive strategies.	Demonstrates fair cultural insight, but limited evidence of strategy implementation.	Good grasp of cultural dimensions, has applied some inclusive strategies effectively.	Shows deep cultural understanding; has robust and proven inclusive strategies.

## Candidate Evaluation

Complete the following scorecard for the Growth Manager role at SocialGameCo. Refer to the evaluation guides for each competency to determine the candidate’s score.

Competency	Rating (1-5)	Interviewer Comments
1. Strategic User Acquisition		
2. Analytical and Data-Driven Decision Making		
3. Brand Development		
4. Partnership Cultivation		
5. Retention Strategy Formulation		

Competency	Rating (1-5)	Interviewer Comments
6. Marketing Budget Management		
7. Interdisciplinary Collaboration		
8. Innovative Thinking		
9. Ethical and Transparent Practices		
10. Cultural Agility		
Total		

## Other Interviewer Comments: