

## Content Producer Interview Guide

### Purpose:

To assess if the candidate can turn brand strategy into engaging, on-brand weekly content for a gym and salon business.

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### 1. Start with your strategy - then ask them to respond

#### Say this:

Our gym strategy is to be seen as the go-to wellness and fitness experts.

Our salon strategy is to position ourselves as premium, result-driven hair and skin care experts.

We post 3 reels, 2 statics, and 1 product/ad video per week, per brand.

Based on that, what kind of content would you plan for next week?

#### What to look for:

- Do they suggest real content ideas with hooks and angles?
- Do they talk about what audience would care about?
- Are they thinking in series, themes, or formats?

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### 2. Test how theyd plan and lead a shoot

#### Ask:

Lets say we decide one gym reel should be about 5 stretches to fix your posture if you sit all day.

How would you plan that shoot with a videographer? What do you need, and what would you direct?

What to look for:

- Do they think through location, lighting, props, talent?
- Are they confident about directing people or breaking down a sequence?
- Do they naturally think like a producer?

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### 3. Test how they deal with editing and final delivery

Ask:

Once the footage is shot, how do you work with the editor to make sure the final reel is engaging and gets posted on time?

What to look for:

- Do they mention giving the editor a clear brief, reviewing drafts, suggesting changes?
- Do they know what makes a reel perform - hook, captions, pacing?
- Do they talk about scheduling, posting, or tracking how it did?

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### 4. Optional: Give them a light homework assignment

Say:

Take 30 mins max. Create a simple one-week content plan for either the gym or the salon - include what the 3 reels would be, what story they tell, and what they're meant to achieve.

This filters out talkers from doers.