**Employee Interview Script**

| 💡**To make edits:** Click File → Make a copy to save a copy of this resource (you have to be logged into your Google account). You’ll then want to replace all the fields **highlighted in blue.** |
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**STEP 1: Welcome the candidate and introduce the interview team (2-5 mins)**

**Hiring Manager 1**: Good morning/afternoon [Candidate’s Name], welcome to [Company Name]. My name is [Your Name], and I will be conducting the interview today along with [Name of Interview Team Members]. How are you feeling today?

**Candidate**: Good morning/afternoon, I’m feeling good, thank you.

**Hiring Manager 1**: Thank you so much for taking the time to meet with us today. Jane and I are from the marketing team, and Ken is from HR, who will be observing this interview. We will start this interview by introducing ourselves. I’m David, the head of the marketing team here at [business]. I have been with the company for ten years, and we have all worked with [insert a list of established clients]. We have Jane and Michelle, our marketing managers, within the marketing team. For this marketing executive position, you’ll potentially work with Jane, who oversees e-commerce marketing for the company. Jane, would you like to introduce yourself briefly?

**Hiring Manager 2**: Hi, I am Jane, nice to meet you. I have been with the company for over five years, covering [insert brand names] for the company specializing in e-commerce marketing. One of the exciting projects that we are currently working on is……

**Hiring Manager 1**: and finally, we have Ken from HR.

**HR**: Hi, nice to meet you, I have been in HR for the past three years in this company. If you have any concerns or questions or want to understand more about our employee benefits or the company, please contact me. I will be observing this interview for the day for further evaluation purposes. All the best!

**STEP 2: Brief the interview process and candidate’s role and responsibilities (2 mins)**

**Hiring Manager 1**: Great! Before we start, I’d like to give you a brief overview of the interview process. Today’s interview will follow the [Interview Agenda template](https://docs.google.com/spreadsheets/d/1_tS299smF0reHfHRt5ti6nYJ1QeFM-Np/edit?usp=sharing&ouid=106204496898299791302&rtpof=true&sd=true) and will last approximately [insert time]. We’ll be asking questions that are relevant to the job requirements and have been approved in the interview plan.

**Candidate**: Okay, that sounds good.

**Hiring Manager 1:** Our main objective today is to get to know you better, to understand your qualifications, and to see if you are a good fit for the [Job Position] role. If you have any questions during the interview, feel free to ask.

**Candidate**: Okay, thank you.

**Hiring Manager 1/2**: Great. I have here the job description of the position role and responsibilities. We are looking for someone with [insert 3-5 main job requirements]. To fit into this role, we think the best candidate should have interpersonal skills, share the same core values, and align with our company’s mission.

**STEP 3: Ask questions relevant to the job and encourage the candidate to ask questions (5-20 mins)**

**Hiring Manager 1/2**: Now, let’s start with the first question. [Ask job-related questions as outlined in the interview plan]. Tell us a little about what you’re doing career-wise:

* What do you do for work?
* What is your job title?
* How long have you been doing it?
* What kind of tasks do you do on a typical day?
* Why did you decide to learn [topic]?

Continue with the interview, asking questions and encouraging the candidate to ask questions. Be specific with open-ended questions such as:

* Can you tell me about a time when you had to handle a difficult situation in the workplace?
* How do you approach problem-solving in the workplace?
* Can you give an example of a project you took the lead on and explain your thought process and outcome?
* Can you describe your management style?
* Can you talk about a time when you had to work with a team with varying opinions and how you handled it?
* Can you tell me about a project or accomplishment you're particularly proud of?
* How do you stay organized and manage your time effectively?
* Can you tell me about a time when you had to adapt to a new work environment or technology?
* Can you describe a situation when you went above and beyond for a customer or coworker?
* Can you talk about a time when you had to make a difficult decision at work?

💡 Open-ended questions allow the interviewee to provide a comprehensive and thoughtful answer rather than a simple "yes" or "no." These questions are helpful during an employment interview as they can provide a deeper insight into the candidate's thoughts, experiences, and personality.

**✅ Questions to Ask During a Marketing Agency Employment Interview:**

* Can you tell us about your experience with [specific marketing channel or tactic]?
* Can you walk us through a successful campaign you have managed in the past?
* How do you stay up-to-date with the latest marketing trends and technologies?
* Can you describe your approach to creating a marketing strategy for a new client?
* Can you give us an example of a difficult client and how you handled the situation?
* Can you tell us about a time when you had to pivot your marketing strategy mid-campaign?
* Can you describe your creative process for developing compelling marketing content?
* Can you talk about a time when you had to measure and analyze the success of a marketing campaign?
* Can you tell us about a project where you had to work with a tight deadline or budget?
* Can you talk about a time when you had to effectively communicate and present your ideas to a team or client?

**❌ What Not to Ask During a Marketing Agency Employment Interview:**

* Questions about the candidate's age, race, religion, or national origin.
* Questions about the candidate's marital status, children, or family plans.
* Questions about the candidate's political beliefs or affiliations.
* Questions about the candidate's disabilities or medical conditions.
* Questions about the candidate's sexual orientation or gender identity.
* Questions about the candidate's criminal record or arrests.
* Questions about the candidate's salary or compensation history.
* Questions about the candidate's membership in a club or organization.
* Questions about the candidate's use of social media or personal life.
* Questions about the candidate's beliefs or practices that are not job-related or relevant to the position.

**STEP 4: Conclude the interview and provide the next steps (2 mins)**

**Hiring Manager 1/2**: That concludes the interview. Thank you for taking the time to meet with us today, [Candidate’s Name]. Before you leave, do you have any questions for us?

**Candidate**: [Ask questions if any].

**Hiring Manager 1/2**: Great, we will contact you within 24 hours to provide feedback on the next steps. You will hear from us about our final decision within the next 1-2 weeks. Thank you again for your time. Have a great day!

**Candidate**: Thank you for the opportunity. Have a great day too!