

Marketing & Communications Manager – Interview Questions

1. How have you developed Marketing strategies in the past?
2. Walk me through your experience that relates to this job?
3. Describe how you have executed a fully integrated strategic and tactical Communication Plan in the past?
4. How have you gained stakeholder buy in?
5. Which product launches have you been involved in and how did you contribute to the integrated Communication Plan?
6. What innovative ways have you come up with to support product launch and what were the outcomes?
7. How have you managed budget and scope with Ad agencies?
8. What do you think is the biggest challenge to managing agencies?
9. Have you had a time when an agency was working to add costs to a program and been able to see that and eliminate it?
10. Describe your experience with grade, specification and package development. How have you optimized market position and volume to lead to greater market share and profit?
11. How would you go about determining marketing mix for a product?
12. How would you determine the marketing point of view for a product?
13. What goes into creating a communication campaign?
14. How have you developed your people in the past?
15. What do you find is the most effective approach?
16. What do you think it takes to create an effective upper management proposal?
17. How have you gone about developing stakeholder consensus?
18. Tell me about a time when you had a challenge getting a stakeholder on board with a Communication Plan and how you handled it?
19. How would you work with a stakeholder to gather their input for marketing strategy creation?
20. How would you assess the market for a product?
21. Describe how you have supported market increase for a product?
22. What does market demographics play in developing marketing strategies?
23. What trends do you see that will impact launch and market share maintenance in the future?
24. What do you think is the most important thing to keep in mind when hiring new staff?



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