Public Relations Director Interview Questions

1. Name a time when your advice to management led to an improvement in your company or otherwise helped your employer.
2. Provide an example of a time when you successfully organized a diverse group of people to accomplish a task.
3. What is the key to success when communicating with the public.
4. Share an experience you had in dealing with a difficult person and how you handled the situation.
5. Share an experience in which you successfully shared a difficult piece of information. (Make sure that the candidate has open lines of communication.)
6. Tell me how you organize, plan, and prioritize your work.
7. What are some long-range objectives that you developed in your last job? What did you do to achieve them?
8. Share an experience when you applied new technology or information in your job. How did it help your company?
9. Give me an example of when you thought outside of the box. How did it help your employer?
10. Tell me about an experience in which you analyzed information and evaluated results to choose the best solution to a problem.
11. Would you consider analyzing data or information a strength? How so?
12. Tell me about the last time you monitored or reviewed information and detected a problem. How did you respond?
13. Share an example of a time you had to gather information from multiple sources. How did you determine which information was relevant?

14. Describe a time when you successfully persuaded another person to change his/her way of thinking or behavior.
15. Share an experience in which you successfully coordinated with others. How about a coordination effort that was not as successful?
16. Provide an example when you were able to prevent a problem because you foresaw the reaction of another person.
17. What have you found to be the best way to monitor the performance of your work and/or the work of others? Share a time when you had to take corrective action.
18. Name a time when you identified strengths and weaknesses of alternative solutions to problems. What was the impact?
19. Please share an experience in which you presented to a group. What was the situation and how did it go?
20. How would you rate your writing skills? (Ask for an example that demonstrates great writing skills.)
21. Provide an example of a time when you were able to demonstrate excellent listening skills. What was the situation and outcome?
22. Share an experience in which your ability to consider the costs or benefits of a potential action helped you choose the most appropriate action.
23. Please share with me an example of how you helped coach or mentor someone. What improvements did you see in the person's knowledge or skills?
24. Provide a time when you were able to identify a complex problem, evaluate the options, and implement a solution. How did the solution benefit your employer?
25. Provide an example of when you set expectations and monitored the performance of subordinates. What guidance and direction did you find most effective?

26. Share an experience in which your attention to detail and thoroughness had an impact on your last company.
27. In your experience, what is the key to developing a good team? (Look for how they build mutual trust, respect, and cooperation.)
28. Provide an experience that demonstrates your ability to manage time effectively. What were the challenges and results?
29. Provide an example when your ethics were tested.
30. Share an example of when you went above and beyond the "call of duty". (Look for answers that show the candidate is dependable.)
31. Tell me about the last time you oversaw the work of someone else. How did you effectively motivate, develop, and direct the worker(s)?
32. Describe an experience in which your ability to work well with others and reconcile differences helped your company or employer. (Make sure the candidate knows how to negotiate.)
33. Share an effective approach to working with a large amount of information/data. How has your approach affected your company?
34. Provide a time when you dealt calmly and effectively with a high-stress situation.
35. Share an experience in which your relationship with a client, governement official, or media representative helped you develop a new business opportunity.
36. How do you balance cooperation with others and independent thinking? Share an example. (Try to determine if the candidate has a cooperative attitude or is otherwise good-natured.)
37. Share a time when you willingly took on additional responsibilities or challenges. How did you successfully meet all of the demands of these responsibilities? (Make sure the candidate is a self-starter and can demonstrate some initiative.)

38. Describe a time in which you wrote a press release, prepared information for a media kit, or developed and maintained a company web page, which was interesting and effective.
39. Provide a time when you worked in a rapidly evolving workplace. How did you deal with the change? (Make sure the candidate is flexible.)
40. Share an experience in which your willingness to lead or offer an opinion helped your company.
41. Share an example of when you established and accomplished a goal that was personally challenging. What helped you succeed?
42. Tell me about a time when you developed your own way of doing things or were self-motivated to finish an important task.
43. Provide an experience in which you were sensitive to somone's needs or feelings. How did your helpfulness affect your work environment?
44. Provide an example of when you were persistent in the face of obstacles.
45. Tell me about a time you identified a main client group or audience and successfully implemented a communication plan with them. Why was the plan you implemented the best plan? How did you develop it?
46. Name a time when your patience was tested. How did you keep your emotions in check?
47. Share an experience in which personal connections to coworkers or others helped you to be successful in your work. (Make sure candidate works well with others.)
48. Share an experience in which your understanding of a current or upcoming problem helped your company to respond to the problem.
49. Name a time when your creativity or alternative thinking solved a problem in your workplace.
50. What makes you an effective supervisor of public relations staff?

51. Provide an experience in which your ability to actively find ways to help people improved your company or your own work ethic.
52. Tell me how you will develop and maintain this company's corporate image and identity, including by the use of logos and signage. Have you had an experience like this with another company?
53. Provide an experience in which you effectively responded to requests for information about your employer's activities or status.
54. What is the key to a successful budget?
55. Share an experience in which you effectively directed the activities of an external agency that developed and implemented communication strategies and information programs.
56. Tell me about the last budget you managed.
57. Describe an experience in which you drafted a speech for a company executive, which was well-received.
58. Describe an experience in which you identified the educational needs of your students and successfully developed a way to teach/train them.
59. Tell me about an advertising or promotion program you evaluated and found compatible with the public relations efforts of a company you worked for. What qualities did you look for in this program?
60. Please describe a time when you establsihed and achieved your goals for soliciting funds, collection and safeguarding of contributions, and disbursement of funds.
61. Provide an experience in which you successfully managed an event supported by your firm to gain public attention without direct advertisement.
62. Please share an experience in which you successfully taught a difficult principle or concept. How were you able to be successful?

63. What is the most challenging part of budgeting for you?
64. Share an experience in which you learned how to better facilitate consumer relations or the relationship between parts of a company, such as managers and employees.
65. Describe an experience in which you worked with public relations executives to formulate successful or influential policies and procedures related to public informaion programs.
66. In your experience, what is the key to ensuring your company was compliant with all laws, regulations and standards that were applicable to your area of responsibility?
67. Share an experience in which you produced a successful film or other video product. How did you regulate its distribution?
68. Describe a time when you effectively conferred with managers to develop internal communications to keep employees informed of company activities.
69. Provide an experience in which you observed a social, econmonic, or political trend which affected your employer. How did you report to your employer on this trend, and how did it help your employer?
70. Share an experience in which you used new training skills, ideas, or a method to adapt to a new situation or improve an ongoing one. (Look for the candidate's ability to learn.)
71. Tell me about your last experience maintaining company archives.
72. Tell me about your last experience recruiting, interviewing, or hiring an employee. What techniques did you find most effective in finding the right person for the job?
73. Describe a time when you successfully provided personal assistance to a coworker or patron.
74. Tell me about the last time you successfully managed in-house communication courses and how it helped your company.
75. Tell me about a time when your ability to analyze needs and product requirements helped you create an

effective design or make an informed decision to benefit your company.