Brand Manager Interview Questions

1. What is the key to success when communicating with the public.
2. Share an experience you had in dealing with a difficult person and how you handled the situation.
3. Share an experience in which you successfully shared a difficult piece of information. (Make sure that the candidate has open lines of communication.)
4. Tell me how you organize, plan, and prioritize your work.
5. Share an experience when you applied new technology or information in your job. How did it help your company?
6. Give me an example of when you thought outside of the box. How did it help your employer?
7. Tell me about an experience in which you analyzed information and evaluated results to choose the best solution to a problem.
8. Share an effective approach to working with a large amount of information/data. How has your approach affected your company?
9. Share an example of a time you had to gather information from multiple sources. How did you determine which information was relevant?
10. Provide an experience that demonstrates your ability to manage time effectively. What were the challenges and results?
11. Share an experience in which your ability to consider the costs or benefits of a potential action helped you choose the most appropriate action.
12. Share an experience in which you successfully coordinated with others. How about a coordination effort that was not as successful?
13. Provide an example when you were able to prevent a problem because you foresaw the reaction of another person.

14. Name a time when you identified strengths and weaknesses of alternative solutions to problems. What was the impact?
15. Please share an experience in which you presented to a group. What was the situation and how did it go?
16. Provide an example of a time when you were able to demonstrate excellent listening skills. What was the situation and outcome?
17. What are some long-range objectives that you developed in your last job? What did you do to achieve them?
18. How would you rate your writing skills? (Ask for an example that demonstrates great writing skills.)
19. Share an example of when you went above and beyond the "call of duty". (Look for answers that show the candidate is dependable.)
20. Share an experience in which your attention to detail and thoroughness had an impact on your last company.
21. 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.)
22. 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?
23. Provide an example when your ethics were tested.
24. 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.
25. Provide a time when you worked in a rapidly evolving workplace. How did you deal with the change? (Make sure the candidate is flexible.)

26. Name a time when your creativity or alternative thinking solved a problem in your workplace.
27. Tell me about an experience you had inspecting promotional material for adherence to specifications.
28. Provide a time when you dealt calmly and effectively with a high-stress situation.
29. Name a time when your patience was tested. How did you keep your emotions in check?
30. 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.)