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?

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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.)