Marketing Manager Interview Questions

1. In your experience, what is the key to developing a good team? (Look for how they build mutual trust, respect, and cooperation.)
2. Provide an example of a time when you successfully organized a diverse group of people to accomplish a task.
3. Share an experience you had in dealing with a difficult person and how you handled the situation.
4. Share an experience in which you successfully shared a difficult piece of information. (Make sure that the candidate has open lines of communication.)
5. Tell me how you organize, plan, and prioritize your work.
6. What are some long-range objectives that you developed in your last job? What did you do to achieve them?
7. Share an experience when you applied new technology or information in your job. How did it help your company?
8. Give me an example of when you thought outside of the box. How did it help your employer?
9. Tell me about an experience in which you analyzed information and evaluated results to choose the best solution to a problem.
10. Share an example of a time you had to gather information from multiple sources. How did you determine which information was relevant?
11. Describe a time when you successfully persuaded another person to change his/her way of thinking or behavior.
12. Provide an example when you were able to prevent a problem because you foresaw the reaction of another person.
13. 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.
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. Provide an example of when you set expectations and monitored the performance of subordinates. What guidance and direction did you find most effective?
18. Would you consider analyzing data or information a strength? How so?
19. Name a time when your advice to management led to an improvement in your company or otherwise helped your employer.
20. Share an experience in which your ability to consider the costs or benefits of a potential action helped you choose the most appropriate action.
21. 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?
22. Share an experience in which your understanding of a current or upcoming problem helped your company to respond to the problem.
23. What is the most challenging part of budgeting for you?
24. 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.
25. Share an experience in which you successfully coordinated with others. How about a coordination effort that was not as successful?

26. Share an example of when you went above and beyond the "call of duty". (Look for answers that show the candidate is dependable.)
27. Tell me about the last time you oversaw the work of someone else. How did you effectively motivate, develop, and direct the worker(s)?
28. Share an experience in which your attention to detail and thoroughness had an impact on your last company.
29. 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.)
30. Provide an example when your ethics were tested.