

## Advertising Director Interview Questions

1. Give me an example of when you thought outside of the box. How did it help your employer?

2. Tell me how you effectively maintained your account base while developing new accounts.

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. Share an experience when you applied new technology or information in your job. How did it help your company?

8. Share an example of a time you had to gather information from multiple sources. How did you determine which information was relevant?

9. Describe a time when you successfully persuaded another person to change his/her way of thinking or behavior.

10. Please share an experience in which you presented to a group. What was the situation and how did it go?

11. Provide an example when you were able to prevent a problem because you foresaw the reaction of another person.

12. Provide an example of a time when you were able to demonstrate excellent listening skills. What was the situation and outcome?

13. Share an experience in which you explained to a customer how a specific type of advertising would effectively promote his/her product or service.

14. Provide an experience in which your ability to actively find ways to help people improved your company

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or your own work ethic.

15. Tell me about an experience in which you analyzed information and evaluated results to choose the best solution to a problem.

16. 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.)

17. Provide an example of when you were persistent in the face of obstacles.

18. Share an example of when you established and accomplished a goal that was personally challenging. What helped you succeed?

19. Share an effective method you have used to locate and contact potential clients.

20. Share an example of when you went above and beyond the "call of duty". (Look for answers that show the candidate is dependable.)

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. Tell me about a time when you developed your own way of doing things or were self-motivated to finish an important task.

23. Tell me about an effective sales presentation which you delivered.

24. Provide an example when your ethics were tested.

25. Provide a time when you dealt calmly and effectively with a high-stress situation.

26. Share an experience in which your attention to detail and thoroughness had an impact on your last company.

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27. Name a time when you identified strengths and weaknesses of alternative solutions to problems. What was the impact?

28. Provide an experience in which you drew up an effective contract for advertising work.

29. What factors do you consider when recommending sizes and formats for advertising? Share an experience.

30. Share an effective approach to working with a large amount of information/data. How has your approach affected your company?

31. Name a time when your patience was tested. How did you keep your emotions in check?

32. 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.)

33. What factors do you consider to plan and prepare effective sales presentations and appropriate product assistance? Share an experience.

34. Name a time when your creativity or alternative thinking solved a problem in your workplace.

35. Provide a time when you worked in a rapidly evolving workplace. How did you deal with the change? (Make sure the candidate is flexible.)

36. Provide an experience in which consulting with company officials, sales departments, and advertising agencies helped you to develop an effective promotional plan.

37. Share an experience in which you proposed a product to serve a new advertising market. How did you identify the market?

38. What factors do you consider when determining the advertising medium to be used?

39. Provide an experience in which you were sensitive to someone's needs or feelings. How did your helpfulness affect your work environment?

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40. Provide an experience that demonstrates your ability to manage time effectively. What were the challenges and results?

41. Share an experience in which you successfully coordinated with others. How about a coordination effort that was not as successful?

42. How would you rate your writing skills? (Ask for an example that demonstrates great writing skills.)

43. Share an experience in which you successfully coordinated bidding and contract approval.

44. 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.

45. 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.)

46. Share an experience in which your willingness to lead or offer an opinion helped your company.

47. Provide an experience in which attending a meeting, trade show, or seminar helped you to improve in your work.

48. What are some long-range objectives that you developed in your last job? What did you do to achieve them?

49. Share an experience in which your understanding of a current or upcoming problem helped your company to respond to the problem.

50. Tell me about an effective sales outline which you wrote for use by staff.

51. Share an experience in which your ability to consider the costs or benefits of a potential action helped you choose the most appropriate action.

52. 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?

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53. Would you consider analyzing data or information a strength? How so?

54. Provide an example of a time when you successfully organized a diverse group of people to accomplish a task.

55. Tell me about the last time you monitored or reviewed information and detected a problem. How did you respond?

56. Tell me how you effectively maintained your account base while developing new accounts.