

Publicist Interview Questions

1. Tell me how you organize, plan, and prioritize your work.

2. Share an experience in which you successfully responded to a request for information from the media.

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

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

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

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

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

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

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

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

Publicist Interview Questions

person.

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

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

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

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

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

20. Provide an example when your ethics were tested.

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

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

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

25. 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.)

Publicist Interview Questions

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

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

28. Provide an experience in which you developed an effective public relations strategy for an organization which influenced public opinion or promoted products or services.

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. Share an experience in which you planned the development or communication of an informational program and effectively maintained favorable public perceptions of an organization.

31. Tell me about an effective organizational publication which you prepared.

32. Provide an effective method you have used to establish and maintain cooperative relationships with representatives.

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

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

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

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

37. 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?

38. Provide an experience in which your ability to actively find ways to help people improved your company or your own work ethic.

Publicist Interview Questions

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

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

41. In your experience, what is the key to developing a good team? (Look for how they build mutual trust, respect, and cooperation.)

42. 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.)

43. Share an effective method you have used to coach client representatives in effective communication with the public or with employees.

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

45. 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.

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

47. Provide an experience in which conferring with production or support personnel helped you to produce an effective advertisement or promotion.

48. Share an experience in which conferring with other managers helped you to identify an important trend or key group interest.

49. Provide an experience in which you successfully arranged a public appearance, lecture, exhibit, or contest which increased product or service awareness.

50. Describe an experience in which your ability to work well with others and reconcile differences helped

Publicist Interview Questions

your company or employer. (Make sure the candidate knows how to negotiate.)
51. What is the key to success when communicating with the public.
52. Share an experience in which you consulted with an advertising agency to arrange a promotional campaign.
53. Provide an example of a time when you successfully organized a diverse group of people to accomplish a task.
54. Name a time when your advice to management led to an improvement in your company or otherwise helped your employer.
55. Describe an effective speech which you prepared and/or delivered. How did it help you to further public relations objectives?
56. Share an experience in which conducting market or public opinion research helped you to determine the potential for product success.
57. Provide an experience in which you developed a program to maintain environmental responsibility.
58. Share an experience in which you effectively communicated activities undertaken by an organization that were beneficial in a social issue.
59. Tell me about an effective marketing campaign which you developed for environmental technologies or services.
60. Provide an experience in which you effectively coordinated a public response to an environmental management incident.
61. Tell me about the last time you oversaw the work of someone else. How did you effectively motivate, develop, and direct the worker(s)?
62. Tell me about a time when your ability to analyze needs and product requirements helped you create an

Publicist Interview Questions

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

63. Please share an experience in which you successfully taught a difficult principle or concept. How were you able to be successful?

64. 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?