

Advertising Production Manager Interview Questions

1. Tell me about how you formulate basic layout design or presentation approach and specify material details, such as style and size of type, photographs, graphics, animation, video, and sound.

2. Walk me through how you confer with creative, art, copywriting, or production department heads to discuss client requirements and presentation concepts and to coordinate creative activities.

3. What kind of experience do you have reviewing and approving art materials, copy materials, and proofs of printed copy developed by staff members?

4. Explain what methods you use to manage own accounts and projects, working within budget and scheduling requirements.

5. Tell me about the last time you researched current trends and new technology, such as printing production techniques, computer software, and design trends. Did you discover something new?

6. Describe an experience when you conferred with clients to determine objectives, budget, background information, and presentation approaches, styles, and techniques.

7. Name a time when you presented final layouts to clients for approval. What did you learn?

8. Share an experience you had in dealing with a difficult person and how you handled the situation.

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

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

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

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

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

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

15. In your opinion, how hard is it to negotiate with printers and estimators to determine what services will be performed?

16. Walk me through how you mark up, paste, and complete layouts and write typography instructions to prepare materials for typesetting or printing.

17. What is the most challenging part of hiring, training, and directing staff members who develop design concepts into art layouts or who prepare layouts for printing?

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

19. What have you found to be the best way to prepare detailed storyboards showing sequence and timing of story development for television production.

20. What is the most challenging part of working with creative directors to develop design solutions?

21. Provide an example of when you set expectations and monitored the performance of subordinates. What guidance and direction did you find most effective?

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

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

24. Describe methods you have found useful conceptualizing and helping design interfaces for multimedia games, products, and devices?

25. Describe an experience where you attended photo shoots and printing sessions to ensure that the products

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needed are obtained.

26. Share an effective approach to reviewing illustrative material to determine if it conforms to standards and specifications.

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

28. 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.

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

30. Provide an example when your ethics were tested.