INTERVIEW QUESTIONS – PUBLIC RELATIONS

1) How has your previous experience and education prepared you for the position of PR Manager with our company?
2) Why do you want to work for our company?
3) What areas of opportunity do see in PR for our company?
4) Tell me about a time when you had to overcome a challenge with an individual or group when developing and executing a PR program to increase awareness and preference for a product and service. What did you do?
5) What was the most difficult situation you have been in when responding to media and public inquiries. What made it difficult? How did you handle it?
6) Describe a time when you created a press releases, bylined articles, case studies or other communications that was misunderstood by the audience. What did you do about this? What did you learn?
7) Give me an example of when a co-worker or manager disagreed with the media relations strategy or tactic that you recommended. How did you handle this?
8) What do you mean by Public Relations?
9) What is the purpose of a Public Relations person?
10) What are the qualities expected in a PR person?
11) How is PR different from advertising?
12) What are the role, nature and responsibility of a PR person?
13) What are the various activities done for PR?
14) What is interactive PR? What are the various elements comprising interactive PR?
15) What are the advantages and disadvantages of in-house PR department?
16) What are the advantages and disadvantages of appointing a PR consultancy?
17) What is the basis for selecting a PR consultant?
18) What are the reasons for exhibiting at trade shows?