



recruiting since 1988

PR Account Directors

Interviewed by and date:

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Core Competences

Ownership/accountability for quality of work	Leadership, man-management and account management skills	Identifying and developing future opportunities
Strategic planning	Ability to use and understand full agency resources	Profit and loss responsibility

1. Specific PR Experience

Programme Development.

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Evaluation – What sophisticated techniques do you recommend?

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Media training

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Budgeting – How do you prevent over servicing?

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New business/pitching – evidence of success

Do you actively go out and get New Business?

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Team resourcing, management and motivation recruitment, training and development.

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Photography – What experience of different types i.e. Photocalls, Studio shots, set photography.

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Supplier Management

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Crisis/issues management

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Running trade/ corporate press briefings

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Running client meetings.

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Liaison with 3rd parties I.e. charities and government organisations.

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Presenting to clients.

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Market research – Commissioning & Exploitation.

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Print – commissioning design, print production, supplier management.

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Media strategy – Understanding the science of selecting media.

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On-line media databases.

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IT Skills.

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Marketing qualifications and related areas.

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Written – press releases, newsletter articles / features/ advertorials (including 1000 word articles),
copywriting for brochures and other promotional material.

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Video – News release and production.

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Media contracts – national, regional newspapers, trade / consumer magazines broadcast and internet.
B2B what sectors?

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2. Team

Do you report to anyone?

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Who reports to you?

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What kind of people do you like to work with?

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What kind of people do you find it difficult to work with?

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Describe a difficult personnel issue you have had to handle and how did you handle it?

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3. Accounts

Which portfolio of accounts are you responsible for?

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How do you run these accounts?

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How have you developed these accounts?

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Describe and account crisis you have resolved.

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4. Position / role

What do you see as the most important aspect of an Account Directors role?

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Describe a situation where these have been applied.

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How do you liaise communicate with your peers (interdepartmental)

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5. Reason for Leaving

Why are you leaving?

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What can you offer your next employer?

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What can they offer you?

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6. Closing

What are your outstanding qualities?

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Tell me about your greatest working achievement.

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7. Salary

What is your current salary; benefits, car allowance etc?

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Have you ever been refused a pay increase?

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What are your salary expectations and how could you justify this?

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Disclaimer

These questionnaires have been developed at different times as a service to clients. AF Selection cannot guarantee their suitability for every interview or position and urge that any user checks the questions for compliance with current legislation before use.

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