



PR Account Executives

Interviewed by and date:

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Core Competences

Reliability	Willingness to learn and take additional responsibility	Organised
Good communicator – able to listen	Able to take direction and criticism	Flexibility and willingness to support other team members
Thorough attention to detail	Adaptability	Manageability
Writing ability	Suitability	

The following competences question should help us ascertain an applicants’ suitability for the role:

1. Specific PR Experience

What experience do you have of the following:

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

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

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

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Press events – Arranging factory visits, press shows in London.

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Visiting consumer press at their offices.

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Setting up trade / corporate press briefings.

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Evaluation programmes – what is your contribution?

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Presenting to clients.

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Budgeting.

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Client meetings – do you attend?

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Print – commissioning design, print production, liaising with printers etc.

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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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2. Accounts

What accounts do you currently work on? – Do they have any bias between b2b, consumer or financial, high tech, charities and health etc.

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What accounts have you previously worked on?

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What is the level of contact you have with clients?

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3. The position / role

What attracted you to PR?

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What are your likes and dislikes or your attitude to mundane tasks?

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What do you see as the most important part of the Account Executives role?

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What is your energy level like, describe a typical day.

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What is the most difficult situation you have faced and how did you handle it?

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4. Team

Who are you responsible to?

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How would you describe the conditions and culture in which you work?

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5. Reason for leaving

Why are you looking to leave?

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What can you offer your next employer?

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What would you like your future employer to offer you?

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6. Salary

What is your current salary / package?

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What are your expectations?

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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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