



## PR Account Managers

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	Professionalism
Thorough attention to detail	Decision making ability	Flexibility and willingness to support other team members.
Writing ability	Appearance	Management skills

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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Conducting / corporate press briefings.

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Programme development

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Evaluation programmes

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Presenting to clients

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Budgeting – Can you put a budget together?

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Do you run client meetings on your own without an Account Director?

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Crisis issues / management

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New Business - What is your contribution to new business and the pitch process?

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Market research - Commissioning and 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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Online 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 you have any bias between B2B, consumer or financial etc.

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What accounts have you previously worked on?

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What level of contact do you have with clients?

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**3. The Position /Role**

What personality traits do you consider critical to success in this job?

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What do you see is the most important part of the Account Managers role?

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What are your outstanding qualities

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What kind of decisions are difficult for you?

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**4. Team**

Who are you responsible to?

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What responsibilities do you have?

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

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What type of people do you enjoy working with?

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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 next employer to offer you?

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**6. Salary**

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

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What is your salary history?

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What are your salary 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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