



InterviewPenguin.com

Your Best Job Interview Coach Since 2011

Interview Questions for PR Jobs

1. Why do you want to work in PR?
2. What do you think is a main goal of PR in our company?
3. How do you imagine a typical day in work?
4. Talk about your most successful and least successful PR campaign.
5. What media do you use in your work, and why would you use such media in our company?
6. Imagine that a young woman lost her arm in one of our production plants, as a consequence of not respecting the safety rules. What would you say to the media representatives?
7. If we hire you for this position, what will be the first thing you will do?
8. You probably know something about our business already. In your opinion, what can we improve about our PR strategy?
9. What is your opinion on outsourcing PR work to external agencies?
10. Where do you see yourself in five years from now?
11. What is your favorite social media and why?
12. Do you have any connections in the media business?
13. How do you measure the ROI of your campaigns?
14. Do you consider yourself more a team leader, or a follower?
15. Describe a time you had to manage negative media attention.
16. Describe a time your PR communications were misunderstood by your target audience. How did you handle it?
17. Describe a situation when you were under pressure in work.
18. Describe your latest PR campaign/work. Which problems did you face when trying to achieve your goals?
19. Why should we hire you, and not one of the hundred other candidates who try to get this job?
20. Do you have any questions?

Source and answers: <https://interviewpenguin.com/public-relations-interview/>