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### Interview Questions for Communications Manager

1. Why do you want to work as a communications manager?
2. How do you imagine a typical day in work?
3. What sort of message/company image would you try to convey with your communication to the public?
4. Imagine that an employee died in a production hall. It was their mistake, they didn't respect the regulations and safety rules. What would you say to the media representatives who assembled in your office?
5. You have probably checked our social media channels. What can we improve in our communication through these media channels?
6. What do you want to achieve in this job?
7. What do you consider the toughest aspect of this job?
8. Here is a new product (they show you a product). Write a short press release.
9. Describe a time when you struggled to communicate something to your boss, colleague, or to a customer. How did you manage to get your message over?
10. Describe the situation in which you were able to use persuasion to successfully convince someone.
11. Tell me one thing about yourself you wouldn't want me to know.
12. What does integrity mean to you?
13. Describe a difficult decision you had to make in your professional career.
14. Describe a situation when you reached a goal and tell us how you achieved it.
15. Describe the biggest failure of your professional career as a manager.
16. How would you define a successful brand campaign?
17. What are your expectations on the managers from marketing, sales, or PR department?
18. Describe a time you were successful in delivering the company message to a target audience. What was the key to your success?
19. If there was a conflict between a senior executive and an external party during an event, what could you do to diffuse the situation?
20. In your opinion, what is the difference between image and identity of a company?  
How will you try to impact these two from a position of a communications manager?

**Source & Answers to all questions:** <https://interviewpenguin.com/communications-manager-interview-guide-ebook/>