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Communications Specialist Interview Questions

1. Can you please tell us something about yourself?
2. Why do you want to work as a communications specialist?
3. How do you imagine a typical day in work as a communications specialist?
4. What do you think about the work of our existing PR department?
5. Management wants to communicate a message employees won't enjoy hearing (for example salary cuts, reorganization of the company, necessity to work overtime, etc). How would you help to get such a message over?
6. How would you define effective external/internal communication in the company?
7. Describe a difficult negotiation with a supplier or customer you participated in. What role did you play in the process, and what was the outcome?
8. Describe your most successful and least successful PR campaign.
9. What role do social media play in your work? Which social media channels would you utilize for our external and internal communication?
10. What are your expectations on members of marketing and PR department? What about the managers?
11. How would you define an excellent piece of content?
12. If we hire you for this job, what will be the first thing you do in the office?
13. What do you want to accomplish as a communications specialist?
14. What is your knowledge of our products, our core business?
15. If you hear the name of our company, what three words come to your mind first?
16. How do you deal with setbacks and crisis of motivation?
17. Do you have any questions?

Source and answers to the questions:

<https://interviewpenguin.com/communications-specialist-interview-questions/>