



WHAT TO ASK

**SAMPLE INTERVIEW QUESTIONS FOR
THE COMMUNICATIONS DIRECTOR
INTERVIEWING PROCESS**

With a **Communications Director job description** and **list of personality traits** that you're looking for, it's important to consider what interview questions you'll ask to provoke meaningful conversation during the interview process to find a Communications Director (or leader) at your church.

Here are some sample interview questions that will help you explore various strengths and traits during the interview process for the Communications Director role.

Note: This isn't a script, a checklist (where every item must be included) or an exhaustive list. You'll modify these questions to help them fit your interviewing style and the needs of your team with each individual candidate.



OPENING QUESTIONS/GETTING TO KNOW ONE ANOTHER

- Tell us about yourself.
- Please summarize your educational and professional background and specifically highlight your communications/marketing experience.



EXPLORE THE STRATEGY/PLANNING PART OF HIS/HER EXPERIENCE, SKILLS AND PERSONALITY

- Will you describe your approach (and give specific examples) of how you have led and/or cast vision for strategic communications in your former or current role? (As opposed to only focusing on the tactical level where the priority is mostly on keeping various communications tools updated.)
- We have a variety of key audiences that we strive to connect with at Church ABC – some are internal and others are external, and these audiences include people of all ages and stages of life. Will you share about your experience to consider, understand and reach key audiences in your strategic communications planning?



EXPLORE HIS/HER EXPERIENCE AND SKILLS TO CONNECT WITH OTHERS, BUILD AND LEAD A TEAM

- As Communications Director at Church ABC, you would work with numerous pastors, staff, lay leaders and ministry areas. Can you talk about how you would work with, include, lead and influence these people/areas? How would you build relationships with these people? How would you deal with conflict/confrontation?
- Give a couple examples of how you act as a team builder in your current position and then how you serve as a team player in your current position. How might you expect to team build as well as team play at Church ABC?



EXPLORE HIS/HER PROJECT MANAGEMENT SKILLS

- Can you describe how you have (in your former or current position) or might balance the demands of leading/casting vision for a communications ministry here at Church ABC while also ensuring the details/administrative tasks for communications at Church ABC are well coordinated?
- At Church ABC, we have ongoing projects and details to manage (with print pieces, online tools, video, getting ready for weekly worship services, etc.). What planning tools, documents or process do you often use (or might you use) to manage these various projects and details (in your current position or for the future at Church ABC)?



EXPLORE HIS/HER WRITING OR OTHER TECHNICAL SKILLS

- What are your strongest technical skills? Let's look and discuss some of the work you have produced or led a team to produce.

(For a Communications Director, you may be looking for a strong writer and/or editor/proofreader. Often, there is a large volume of content that this person may oversee and organize with designers, web developers, videographers, etc.)

- Will you describe creative communication projects where you have helped with the creative direction, planning, writing, designing and programming and have worked with others to develop?



ADDITIONAL QUESTIONS TO LEARN ABOUT CALLING/ PASSION/TEMPERAMENT

- Describe your best day at work. What are you doing? Or not doing? How are you connecting or interacting with others?
- What's a highlight or two from your background (professional or otherwise) that prepares you well for this position? Please describe.
- What's been a struggle from your background (professional or otherwise) that prepares you well for this position? Please describe.
- What most excites you about this position? What makes you most anxious about this position?
- What questions do you have for me/us?

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