

Copywriter

This interview guide is intended to be used in conjunction with the Vervoe skills assessment. Where a candidate has scored Low - Medium on a skill, focus on asking more questions from that skill to gain deeper insight into their level of competency.

Assessment Score	HIGH MEDIUM LOW
Assessment Skills	Copywriter, Creative, Stakeholder management, Time management

Competency/Skill	Candidate with this will display
Copywriter	<ul style="list-style-type: none"> • Strong communication skills with appropriate language and grammar in content pieces • Competent in taking briefs from clients to create well written content for various publications • Can write about various topics like an expert, within a specified time frame
Questions	
	What new content would you recommend for our business? Why?
	Do you prefer to follow a strict brief or have room for your creativity and your own spin on content?
	How do you measure the success of your work?
Comments	

Competency/Skill	Candidate with this will display
Creative	<ul style="list-style-type: none"> • Thinks outside of the box when engaging readers / prospects • Doesn't follow the book when writing • Has their own flair and style with writing
Questions	
	What is the most creative way you have engaged your readers?
	Describe a time where you have taken a brief from a client and put your own spin on the content piece. Did this pay off? Why/why not?
	Who is a writer you admire for their creativity?
Comments	

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Competency/Skill	Candidate with this will display
Stakeholder Management	<ul style="list-style-type: none">• Builds relationships with clients to secure repeat business• Confident in reaching out to customers or prospects to secure new business• Manages expectations with internal or external stakeholders with timeframes and delivery
Questions	
	Describe a particularly challenging stakeholder you have worked with. Why were they challenging and how did you manage this relationship?
	Describe a collaboration you have worked on previously or a team project. What was it, what were the dynamics like in the team and what was the outcome?
	How do you build relationships to secure repeat business? Do you have examples for this?
Comments	

Competency/Skill	Candidate with this will display
Time Management	<ul style="list-style-type: none">• Can work with strict deadlines and produce content quickly if required• Can manage multiple projects and clients concurrently without jeopardising quality
Questions	
	Have you ever missed a deadline? What was the situation and what did you do? If you haven't, have there been any close calls?
	How do you juggle multiple projects that have different deadlines at once?
	How many projects would you take on at the same time?
Comments	