

Skill-Based Assessments for Marketers



DECISION MAKING

COORDINATOR

“You’ve been asked to write an email for an upcoming announcement about a new product. What would you include in the post and why?”

Expect to see benefits to customers in addition to technical specs and launch details.

15 - 20 minutes

MANAGER

“Your budget has been cut by 20% mid-quarter. You have ongoing paid ads, an email campaign, a webinar series, and a brand awareness project. How would you reallocate the remaining budget and effort? Produce a brief, prioritized plan.”

Expect a structured 1-page response explaining trade-offs.

30 minutes

DIRECTOR

“The company is plateauing in growth. Sales believes marketing should increase lead volume; product development wants to add new features; finance wants cost reduction. Draft a brief memo explaining what direction you would recommend and why.”

Evaluate clarity, reasoning quality, and leadership orientation.

45 - 60 minutes

PROJECT MANAGEMENT

COORDINATOR

Provide a list of tasks (e.g., draft email, gather images, schedule posts, create video script, update CRM notes, create a presentation for sales).

Ask them to create a one-day or three-day mini-plan including priorities, subtasks and time estimates.

MANAGER

Give a simple campaign brief (objective, audience, 4-5 deliverables).

Ask them to draft a project plan showing timeline, owners, risks, and communication points.

DIRECTOR

Ask for a high-level project management framework for an upcoming product launch.

Expect components such as phases, resourcing, cross-functional alignment, risk surfaces, and KPI checkpoints and a budget.

WORK-PRODUCT ASSESSMENT

Could be completed before the interview

COORDINATOR

Content sample: Provide a short piece of raw information and ask them to write a 2-3 sentence social post.

OR

Quality check: Give them a mock media release with 4-6 small mistakes (typos, wrong links) and ask them to identify what they'd fix.

MANAGER

Messaging refinement: Provide a rough campaign message and ask them to refine it into a clear value statement.

OR

Mini performance analysis: Give small sample measurements on an email campaign (opens, clicks, unsubscribes) and ask for insights and recommendations.

DIRECTOR

Positioning critique: Give a brief description of a fictional product and ask them for positioning and messaging for a campaign.

OR

Executive summary: Provide a sample of disorganized marketing data or a task list and ask them to create a concise executive-ready summary.