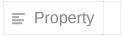# Community Manager Interview Questions and Answers PDF | Xobin [Downloaded]

☰ Property

We at Xobin reached out to over 60+ hiring teams to curate the best interview questions. We didn't stop there.

We went ahead to understand what type of answers differentiated top candidates from the rest. Here is what we've got you.

Role specific skills to look for: Domain knowledge, project management skills

Soft skills to look for: Interpersonal skills, communication skills.

> **Pro Tip** : Always screen before you interview. Use <u>Online assessments to screen applicants for community manager position</u> before blocking your time for an in-person interview.

Compilation of Community Manager Interview Questions

Role specific questions to ask a community manager

> 💡 What are some of the practices used for measuring success of a developing community?

Purpose of this question: The question is designed to test the knowledge of the candidate.

What to listen for in candidate response: The candidate should explain the practices that they follow clearly. An ideal candidate would be the one who knows how to track and measure the success of a community.

> 💡   What does a community mean to you?

Purpose of this question: The question helps in understanding the mindset of the candidate towards their work.

What to listen for in candidate response: The candidate should clearly explain their understanding of a community and why it is important.

> 💡   What are some of the metrics that you use as a community manager?

Purpose of this question: The question helps in testing the scope of knowledge of the candidate.

What to listen for in candidate response: Listen for the different metrics that the candidate uses and ask for their reason for using a particular metric as well.

> 💡   What are the different community management tools that you're familiar with?

Purpose of this question: The question allows you to test the knowledge as well as competence of the candidate.

What to listen for in candidate response: An ideal candidate should know about all the important tools that are required as a community manager.

> 💡   Which type of content do you engage the most with?

Purpose of this question: The question allows you to gain a deeper insight into the personality of the candidate as a community manager.

What to listen for in candidate response: Listen to the candidate carefully when they talk about the content that they consume and ask if there is a particular reason that they engage with a particular kind of content.

💡 How do you as a community manager drive audience engagement?

Purpose of this question: The question points towards the skill level of the candidate.

What to listen for in candidate response: Top candidates will list out different ways for driving audience engagement and then show how they have been driving audience engagement in their past experiences.

💡 What are some of the different ways to increase the growth of a community?

Purpose of this question: The question allows you to test the competence of the candidate.

What to listen for in candidate response: An ideal candidate would know tons of ways to increase the growth of a community and will also provide you with some real life examples.

💡 What according to you are some strong characteristics of a community?

Purpose of this question: The question is designed to gain a deeper insight about the candidate and the way which they perceive community management.

What to listen for in candidate response: Listen for the specific characteristics that the candidate mentions.

💡 What are the strategies that you use to maintain a strong community base for a long period of time?

Purpose of this question: The question allows you to test the skill set of the candidate.

What to listen for in candidate response: Listen for their strategies and pay attention to how these strategies have worked out for them by focusing on data driven results.

Situational Interview Questions

💡 Tell us about a time when you had to mediate a crisis for your company?

Purpose of this question: The question helps you in understanding how well the candidate works under challenges as well as it helps you in testing their efficacy in storytelling.

What to listen for in candidate response: An ideal candidate would tell their story in a proper way and explain how they managed to get out of the crisis.

💡 Tell us something about your biggest success as a community manager so far.

Purpose of this question: The question helps you in understanding the skills set of the candidate through their past experience.

What to listen for in candidate response: Top candidates will explain their biggest success in a very interesting manner and show some evidence as well for that.

💡 What would you do if you had to build a community from scratch today?

Purpose of this question: The question helps in understanding the working style of the candidate and their approach towards their work.

What to listen for in candidate response: Top candidates will explain this answer through their past experiences where they've built different communities.

💡 Why do you think you are a suitable person for the role of a community manager?

Purpose of this question: You need to be clear if the candidate has a clear understanding of the role or not, and if they do then do they have the necessary skill set.

What to listen for in candidate response: Candidate should list out the skills they have and how they've put these skills to use as a community manager in their past experiences.

💡 Have you ever done anything unethical as a community manager?

Purpose of this question: The question is designed to understand the ethical decision making of the candidate.

What to listen for in candidate response: You should pay attention to the details of the candidate's answer and be ready with some cross questions as well.

💡 How would you build a strong community base if you were hired at our company?

Purpose of this question: The question tests the competence of the candidate.

What to listen for in candidate response: Top candidates will have some research work about your company and explain their strategy accordingly.

💡 What according to you are some mistakes that our company is making in terms of community building?

Purpose of this question: The question helps in testing the analytical skills of the candidate.

What to listen for in candidate response: Top candidates will have their homework and provide with some changes that have helped other companies to build a strong community as well.

💡 Have you ever led an online forum discussion? Tell us something about that experience.

Purpose of this question: The question helps in testing the scope of knowledge and skills of the candidate.

What to listen for in candidate response: You should pay attention to the details of the candidate's answer if they have led an online forum discussion. Candidates should clearly explain what they have learnt from that experience.

💡 What are the different steps that you took to increase the web traffic for your previous company?

Purpose of this question: The question helps you in gaining a deeper insight into the workings and skill set of the candidate.

What to listen for in candidate response: Top candidates will provide examples and show some evidence as to how they were able to drive web traffic for their previous company's website.

💡 Why do you think it is necessary for business to have a community manager?

Purpose of this question: The question allows you to understand the mindset of the candidate as a community manager.

What to listen for in candidate response: Candidates should thoroughly explain the importance of community management and also provide some examples of how different types of businesses have profited from community management.

Start Optimizing your Community Manager Hiring today

Find and hire talent with confidence. If your candidate doesn't know the answer to the above questions and you're hiring for a community manager specific position, then they're obviously not a great fit.

To understand what type of answers and responses set apart the good candidates from the great candidates, Download the complete PDF.

Prepared and Curated by Xobin Team