

Media Buyer Interview Questions and Answers PDF | Xobin [Downloaded]

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: Knowledge of purchase order platforms, negotiation skills

Soft skills to look for: Communication skills, interpersonal skills.

Pro Tip : Always screen before you interview. Use [Online Assessment to screen applicants for a Media Buyer position](#) before blocking your time for an in-person interview.

Compilation of Email Marketing Associate Interview Questions

Role specific questions to ask a media buyer



What type of advertising slots have you purchased in your past experiences?

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

What to listen for in candidate response: Listen for the specific advertising slots that candidate has purchased before.



What are the different audience tracking and analytical tools that you're familiar with?

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

What to listen for in candidate response: Listen for the specific tools that the candidate is familiar with.



How would you explain the concept of media buyer to a complete beginner?

Purpose of this question: The question helps in testing the knowledge of the candidate as well as their communication skills.

What to listen for in candidate response: Pay attention to the selection of words of the candidate as it allows you to judge their communication skills.



Describe some of the negotiation techniques that you use with advertisement houses.

Purpose of this question: The question is designed to assess the skill level of the candidate.

What to listen for in candidate response: The candidate should talk about their own personal negotiation techniques and give some examples as to how these techniques worked in the past.



What according to you is the importance of social media in the job role of a media buyer?

Purpose of this question: The question allows you to assess the knowledge of the candidate.

What to listen for in candidate response: An ideal candidate would be of the view that social media plays a really important role in media buying and would go on by giving some examples as to how social media has helped them leverage their reposition as a media buyer.



Since the digital marketing space is an ever evolving space, how do you keep up with the latest industry trends?

Purpose of this question: The question allows you to test the research skills of the candidate as well as get to know about the candidate's interest in the field.

What to listen for in candidate response: Listen for the candidate's personal experiences so as to get an idea about how the candidate manages with the trends.



Do you consider analyzing data as a strength? Why?

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

What to listen for in candidate response: Pay attention to the candidate's reason for saying yes or no to the question.



How do you prioritize your work initiatives as a media buyer?

Purpose of this question: The question helps in gaining a deeper insight about the candidate as a media buyer.

What to listen for in candidate response: Top candidates explain that they prioritize their work initiatives through their company initiatives and also provide with a real life example for the same.



What were your responsibilities as a media buyer in your previous job?

Purpose of this question: The question helps in understanding about the candidate experience in a better manner.

What to listen for in candidate response: Listen for the candidate's responsibilities and analyse how they would fit in the role that they're applying for.

Situational Interview Questions



Tell us about a time when you had to meet a tight deadline. What did you do in such a situation?

Purpose of this question: The question allows you to understand how the candidate works in challenging situations.

What to listen for in candidate response: Top candidates will explain their story in an interesting way and tell all about their experience and how they faced that situation.



Can you tell us about your time when you predicted a future problem in your company and were able to solve it way before it arrived?

Purpose of this question: The question helps in understanding the candidate's foresightedness.

What to listen for in candidate response: Top candidates will share their personal experience and show some evidence as well to show how they tackled a future problem

way before it arrived.



How would you train new marketing employees under you?

Purpose of this question: The question helps in understanding about the leadership skills of the candidate.

What to listen for in candidate response: Candidates should seek out their past experiences to give proof of their leadership skills and tell you about their team management skills.



Do you consider yourself to be good at estimating a consequence of an action? If yes, then tell us about a time when this ability helped you choose the most appropriate option while selecting an advertisement slot.

Purpose of this question: The question helps in testing the abilities of the candidate as a media buyer.

What to listen for in candidate response: Candidate should narrate their personal experience in an indulging way and should talk about their experience.



Tell us what are the common challenges you face in your job.

Purpose of this question: The question helps in understanding about the candidate on a deeper level as a media buyer.

What to listen for in candidate response: Listen to the specific challenges that the candidate feels in their job.



Do you consider yourself good at teamwork? Can you please tell us of an example to show for it.

Purpose of this question: The question helps in assessing if the candidate works well with other people or not.

What to listen for in candidate response: Top candidates provide their past experiences as example to show how well they work in teams



How do you feel your knowledge as a media buyer has evolved over the past few years of your working experience?

Purpose of this question: The question helps in understanding if the candidate believes in upgrading their knowledge or not.

What to listen for in candidate response: Top candidates usually have something to show for that question. They might show you how they started and may provide some data driven answers as to how they have evolved over the past few years.



Tell us about a time when you completely failed in your job, what did you learn from it?

Purpose of this question: The question helps understanding how well the candidate reacts to their mistakes.

What to listen for in candidate response: Top candidates will own up to their mistake and show how they learnt from that mistake.



Have you ever been faced with an ethical dilemma in your work? What did you do in such a situation?

Purpose of this question: The question helps in determining the ethical decision making of the candidates.

What to listen for in candidate response: You should look for cues in the candidate's story to see if it's true or not.

Start Optimizing your Media Buyer 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 media buying 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

