

PR Associate 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: Research, analytical 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 PR associate position](#) before blocking your time for an in-person interview.

Compilation of PR Associate Interview Questions

Role specific skills to ask a PR Associate



How would you explain PR to an absolute beginner?

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

What to listen for in candidate response: Listen for specific terms which explain the meaning of PR simply.



What are some of the media sources you follow and why?

Purpose of this question: The question helps in getting an insight about the candidate as a PR executive.

What to listen for in candidate response: The candidates respond with their preferred media sources with their particular reasons.



Explain the difference between PR and advertising.

Purpose of this question: The question is used to determine the knowledge of the candidate.

What to listen for in candidate response: Listen to the specific terms that explain the difference between the two.



How do you measure the results of a PR campaign?

Purpose of this question: The question helps to test the skills of the candidate.

What to listen for in candidate response: Candidates should thoroughly explain the process that they follow for measuring the results by giving some examples from their past experiences.



What is the importance of social media in PR?

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

What to listen for in candidate response: Candidates should speak in favour of social media since it is an essential element of modern day PR.



What does a media list involve?

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

What to listen for in candidate response: Listen for specific terms which explain the meaning of the concept.



How would you put together a press kit?

Purpose of this question: The question points towards the competence of the candidate.

What to listen for in candidate response: Listen for specific terms which explain how the candidate can put together a press kit and pay attention to the ease with which the candidate answers this question.



How do you prioritize and organize your daily tasks?

Purpose of this question: The question helps you in getting a deeper insight into the working style of the candidate, since organizing is a big part of a PR.

What to listen for in candidate response: Candidates should preferably give their own real life examples to show how well organized they are.



According to you, what are some of the most necessary skills that a PR professional should have?

Purpose of this question: The question helps in understanding the approach of the candidate towards their profession as well as test their knowledge.

What to listen for in candidate response: Top candidates explain the skills that are most important to this profession and give a solid backing for their answers.

Situational Judgement Questions



What is the most difficult challenge that you've faced in the field of PR? How did you deal with it?

Purpose of this question: The question helps in understanding the character and mindset of the candidate with respect to their profession.

What to listen for in candidate response: Top candidates provide some evidence to their answer and show how they overcame the challenges in their field.



Tell us about a time where you had difficulty in dealing with a media person and how did you manage that?

Purpose of this question: The question allows you to understand how the candidate reacts to challenges.

What to listen for in candidate response: Candidates should explain their experience and you should pay attention to the cues which show that the story is true.



Please tell us something unique about you as a PR, something that sets you apart from the other candidates.

Purpose of this question: The question is designed to determine the uniqueness/out of the box thinking of the candidate.

What to listen for in candidate response: Top candidates explain what is unique about their working style such as their negotiation skills, writing skills, etc.



Can you please tell us if you have used social media in PR and how has that worked out for you?

Purpose of this question: The question helps you in understanding if the candidate adapts to the latest trends and changes.

What to listen for in candidate response: You should focus on data driven answers which show how they have used social media to do their work more effectively.



Have you ever organized an event and how did it turn out?

Purpose of this question: The question helps in determining the skill level and competence of the candidate.

What to listen for in candidate response: Candidates should explain what were the challenges they faced in organizing an event and how they solved them.



Have you ever been asked to indulge in any unethical activity by your client? What was your response to that?

Purpose of this question: The question helps in judging the ethical decision making of the candidate.

What to listen for in candidate response: You should pay attention to the story of the candidate and look for evidence or cues which show that it's true.



Tell us about your most successful campaign?

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

What to listen for in candidate response: You should look for data driven answers which provide some basis for the candidate's answers.



If you had to, what is the one thing you would change in the PR campaign of our company?

Purpose of this question: The question tests the knowledge and decision making skills of the candidate.

What to listen for in candidate response: Top candidates give a solid reason for their answer and give some actual basis for their answer as well.



Tell us about your least successful PR campaign. What did you learn from it?

Purpose of this question: The question helps in understanding how well the candidate deals with failures.

What to listen for in candidate response: Top candidates admit their mistakes and move on to explaining their learnings from their experience. They might also provide some data or evidence which show that they actually learnt something from that mistake and that the mistake didn't repeat.

Start Optimizing your PR Associate 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 an PR 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

