
Brand Manager interview questions and answers

This **Brand Manager** interview profile brings together a snapshot of what to look for in candidates with a balanced sample of suitable interview questions.

Brand Manager Interview Questions

Brand Managers work in-house for brands or at creative agencies. They're in charge of analyzing consumer insights and using these to inform branding strategies. Typical requirements for this position include a BS or MS in marketing, advanced written and interpersonal communication skills, and quantitative analysis skills. The best Brand Managers are metrics-driven and will use numbers to demonstrate their success in past roles.

Use open-ended and situational questions to identify the right Brand Manager for your team. You're looking for a candidate who is always plugged into the marketing activities of their brand's competitors, as well as the feedback of their customers. In some situations, it may be best to find a brand manager who has experience in your specific industry.

During the interview, assess hard skills like analyzing metrics, monitoring market trends, and translating consumer feedback into to-do items on a brand plan. This is also a time to evaluate managerial skills including leadership, teamwork, and communication skills. How clearly do they explain themselves? How well do they handle conflict? Can they coach and motivate a team? Above all, this is a creative role. Be sure to take a close look at their work samples, and keep an eye out for candidates who pitch creative branding ideas of their own.

Role-specific questions

- Talk about the importance of brand management. Why does it matter?
- How would you describe your own personal brand?
- In as much detail as you can, describe a well-marketed product. What's working well for this product?
- What are some of your favorite marketing campaigns?
- How do you stay updated on the latest tools and trends?
- What would you do to learn about a new brand during your first week at work?
- How would you describe our product's customers?
- If you were targeting another segment of customers — a different culture, perhaps, or a younger audience — what would you do?
- In as much detail as possible, describe a go-to-market strategy that you recently worked on.
- How do you know when a branding strategy isn't working?
- How do you know when to change a product's pricing?

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- What metrics are important to you as a brand manager? How did your previous team handle reporting?
 - Describe the structure of your current/previous team. What are their roles?
 - How do you keep your team motivated in the face of tight deadlines?
 - Describe a time you gave a colleague constructive criticism.
 - Your team doesn't agree with your direction. How do you handle it?
 - What kinds of clients have you worked with?
 - What would you do if your most important client hated your work?