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## Promoter interview questions

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

### Promoter Interview Questions

The job description of a **Promoter** will vary depending on the industry you're in. To avoid confusion and get the best candidates for the position, write a job description that accurately describes what you need down to the last detail. At the most basic level, a Promoter is a bit like a marketing director. Their chief assets are their network and their deep knowledge of your target audience. Their job is to create the marketing strategy that will help you reach a wider audience and ultimately get you more customers.

The similarities end there. A radio promoter will make sure that your music gets heard by activating his professional relationships with DJs and Music Promoters. A club promoter will ensure more traffic to your venue by advising you on details such as cover charges, drink pricing and music choices. They'll develop marketing materials, such as flyers, to turn over to a street team (the individuals on this team are also sometimes referred to as promoters, so again, be specific with the responsibilities of the role). You may want to hire them for a one-time project or keep them on for a long time. Be sure to also include the terms of employment in your job description.

Promoters are decisive, creative and communicative. They're also "idea people." Get candidates talking by asking the right mix of open-ended interview questions. Listen closely to the way they talk about their industry. The most promising candidates will talk about their past successes. They'll try to find out your pain points and pitch you some of their own ideas.

### Role-specific questions

- What interests you about being a promoter for this brand or project?
- Which of your past projects most resemble the work that needs to be done for this project?
- What's the most challenging scenario you've faced as a promoter? How did you overcome it?
- Talk about some of your dream clients. Who would you like to work for and why?
- Describe one of your professional successes. What worked well? Who did you partner with? How do you measure success?
- Talk about the work that best reflects your creativity.
- How do you keep up with trends and news in your industry? How do these inform your

work?

- How have new communication channels, such as social media, changed the way you work?
- How would you learn about our brand during your first week on the job?
- Describe a time you worked with a team on a complicated promotion project.
- What would you do if your client hated your work? How would you handle it?
- How do you communicate results to clients and stakeholders?