

## So You Want to Be a PR Manager? Here Are 10 Interview Questions to Expect

**Summary:** Working in Public Relations is a demanding job that is not right for everyone so hiring managers will want to be sure you understand what you are getting into.



An interview does not need to be a difficult experience for anyone. When entering into the world of Public Relations, you should be able to handle an interview with ease. Interviews with the media may be part of your daily task. You need to start off being able to nail your first interview with your employer by knowing how to answer the ten most common questions PR managers are asked.

### 1. "Why do you love PR?"

Be able to explain what it about the career that drives you. Is it that love of storytelling? Is it the love of working with someone that is passionate about their product, service, or talent? To be good at PR you have to be able to love interacting with people of all backgrounds and know why the long hours and demanding work is worth it.

### 2. "Why should we hire you?"

Back up any reasons why you are a valuable asset to the company with numbers relating to what you have done in the past. Don't rely on your relationships with the media as the only thing you bring to the table.

### 3. "What would you do in this situation...?"

Giving you a difficult situation will allow the interviewers to see how you will respond to stress. Take the opportunity to show your conversation skills, but don't go so far as to miss the point of the



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question.

4. "Do you value routine?"

Being in PR requires being available at any time. There is no set schedule for a good PR person. You never know when an important call may come in that can change everything. Be honest, if aren't willing to work endless hours, then don't try to be someone you aren't.

5. "What is your best media win?"

While it is expected that you will have a list of accomplishments, be sure to choose one that fits the job. If the manager position you are applying for is in technology, then name drop a successful tech magazine that you gained coverage with.

6. "Are you a team player or do you prefer to work alone?"

All organizations need people that can work as a team but can be self-sufficient. Explain how you succeed in both areas with specific examples.

7. "Where do you want to be in five years?"

Be honest. Companies don't assume that you will be working for them, but it isn't bad to have a goal to be working for them as you advance within the company. If you don't see yourself with the company still, include the position you are applying for as being beneficial in helping you reach your goals.

8. "What do you like to do in your spare time?"

While there isn't much spare time when working in PR, it should be filled with some reading and writing. This will show the interviewer that you have a passion for the industry.

9. "What do you expect as a salary?"

Generally it is discouraged to discuss salary before being offered a position. Provide a general statement that salary can be discussed later once it has been decided that the position is a good fit for both parties. If they insist, ask them what they are offering and know what you are worth by doing your research beforehand. If their offer is lower than what you expect tell them you will think about it.

10. "Do you have any questions?"

Always have at least one question. Go in prepared with a number of questions that show you have



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done your research and listened. Don't ask about the job benefits or vacation policy.

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