

PUBLIC RELATIONS

PRACTICE INTERVIEW QUESTIONS

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The following is a list of typical questions that you might be asked during an employment interview for a position in public relations. Read through the questions and prepare appropriate answers that reflect your experiences and knowledge. Be sure to include specific examples from "real life" experiences, including internship(s), in your answers. To gain further practice with interviewing, contact the University Career Center to schedule a mock interview.

1. How has your education and work experience prepared you for a job in public relations with our company?
2. What areas of opportunity do you see in PR for our company?
3. Please give an example of how you utilized research to influence or change the attitudes and behavior of a colleague or customer?
4. Please describe the most difficult situation you have recently experienced. What made it difficult? How did you handle it?
5. Community relations is critical. Please describe any community involvement and/or leadership in which you are involved.
6. Describe your ability to cope with stressful situations. How do you feel other people perceive your presence during crisis?
7. Give an example of when you developed a strategic business relationship. How did you cultivate the relationship?
8. Please describe an example which depicts your ability to write, edit, and distribute a written document under pressure.
9. Give an example of a project that didn't go the way you wanted. What action did you take to turn it around? What was the result?
10. On a scale of 1 to 10, with 10 being the most confident: Rate your confidence in giving a public presentation on behalf of an organization?