THE SKILLS CHECKER: INTERVIEW GUIDE

Jordan Ellis

jordan.ellis@example.com

COMPANY

Harbourline Studio

ROLE
Senior Copywriter

LEVEL
Senior

LENGTH
20 mins · 5 questions

SUBMITTED
9 Sep 2026, 14:12

TOPICS		Tick when discussed
1	Website copy	Answered ☐
2	Social media content	Answered ☐
3	B2B white papers	Flagged ☐
4	Repurposing content	Answered ☐
5	Adaptation case study	Not answered · time ran out ☐

ⓘ A summary of their answers with suggested questions. No scores or rankings. **You decide.**

1 WEBSITE COPY

☐ **Discussed**

What are the key elements of effective website copy, and how do you ensure it aligns with the brand's voice?

WHAT THEY WROTE

> i don't know

FOLLOW-UP QUESTIONS

A. Could you share your standard process for capturing and maintaining a brand's tone of voice when drafting new landing pages?

LISTEN OUT FOR

- ☐ A defined process, e.g. brand guidelines or tone-of-voice documents
- ☐ How they check consistency: style guides, peer review or sign-off
- ☐ An example of applying a brand voice to a page they wrote

B. What core structural elements (e.g. SEO metadata, value propositions, calls to action) do you prioritise when writing web copy?

LISTEN OUT FOR

- ☐ Named elements with a reason for each
- ☐ Writing to the page's purpose and the visitor's goal
- ☐ How they would test or measure the copy

YOUR NOTES

2 SOCIAL MEDIA CONTENT

☐ **Discussed**

Imagine you are tasked with creating a social media campaign for a new product launch. What steps would you take to develop engaging content that resonates with the target audience?

WHAT THEY WROTE

> speak to sales and hear what buyers are saying to them. keep to the brand voice. ensure messages are aligned

with overall market proposition; make sure content answers buyers queries and makes company stand out from competition

POINTS THEY MADE

- Speak to sales about what buyers say
- Keep to the brand voice
- Align with the market proposition
- Answer buyers' questions
- Stand out from the competition

FOLLOW-UP QUESTIONS

A. You mentioned speaking to sales. How do you turn raw sales conversations into content themes?

LISTEN OUT FOR

- ☐ A method for turning feedback into themes
- ☐ Who else they involve, and how often
- ☐ A post that came from a sales insight

B. Once messaging is set, how do you plan, schedule and measure a multi-week campaign?

LISTEN OUT FOR

- ☐ Phases, a content calendar and a channel mix
- ☐ Realistic timelines that allow for approvals
- ☐ Checkpoints to review and adjust

YOUR NOTES

3 B2B WHITE PAPERS

☐ **Discussed**

Walk us through your process for transforming bespoke research into a B2B white paper. What elements do you prioritise to ensure clarity and engagement?

WHAT THEY WROTE

took the various points and made it into digestible copy, ran drafts through Head of Marketing and once final was signed off my GM

⚑ *Part of this answer was pasted in rather than typed. Ask them to talk you through it.* ☐ Checked

POINTS THEY MADE

- Made the various points into digestible copy
- Ran drafts through the Head of Marketing
- Final sign-off by the General Manager

FOLLOW-UP QUESTIONS

A. When handling complex research findings, how do you outline and organise the narrative before drafting?

LISTEN OUT FOR

- ☐ How they find the core insight in the research
- ☐ A clear outline structure
- ☐ Checking accuracy with subject-matter experts

B. What techniques or formats (callouts, executive summaries, charts) do you use to keep executive readers engaged?

LISTEN OUT FOR

- ☐ Specific techniques, named and explained
- ☐ Awareness of different readers
- ☐ How they decide what to cut or simplify

YOUR NOTES

4 REPURPOSING CONTENT

☐ Discussed

How do you approach repurposing content for different platforms while maintaining its core message and effectiveness?

WHAT THEY WROTE

keep the underlying theme but rework copy to suit platform and audience

POINTS THEY MADE

- Keep the underlying theme
- Rework the copy to suit the platform and audience

FOLLOW-UP QUESTIONS

A. Can you give a real example of adapting one long-form piece across LinkedIn, email or video scripts?

LISTEN OUT FOR

- ☐ A specific asset and the channels it went to
- ☐ What changed per channel, and what stayed the same
- ☐ Practical platform considerations

B. How do you judge which adaptations worked best across channels?

LISTEN OUT FOR

- ☐ Like-for-like comparisons, not raw numbers
- ☐ Tools they have used
- ☐ How findings shaped later decisions

YOUR NOTES

5 ADAPTATION CASE STUDY

☐ Discussed

Describe a time when you had to adapt your writing style for a specific audience or platform. What challenges did you face, and how did you overcome them?

WHAT THEY WROTE

Not answered: the time ran out before they reached this question.

FOLLOW-UP QUESTIONS

A. How do you stay consistent with the brand voice while using a new channel's natural style?

LISTEN OUT FOR

- ☐ Fixed voice principles, flexible tone
- ☐ Where they would draw the line
- ☐ Approval or review steps

YOUR NOTES

ABOUT THIS GUIDE

This guide summarises what the candidate wrote and suggests questions to ask. It does not score, rate or rank candidates, and it does not make hiring decisions: you decide. "Listen out for" points help with note-taking during the interview; they are not a checklist or pass mark. The summaries and questions were written with AI from the candidate's answers, so check anything important with the candidate directly.