

Content Creator interview checklist

Hiring for content creator roles usually includes a portfolio or channel review, a practical task such as scripting or shooting a short video on a brief, a round with the brand or content lead, and an HR discussion.

10 QUESTIONS TO PRACTISE OUT LOUD

1. How do you come up with content ideas every week without running out?

What it checks: Whether you have a repeatable system for ideas grounded in audience needs and data, rather than relying on inspiration or copying trends.

2. Tell me about a video that flopped. What did you learn from it?

What it checks: Whether you analyse failure with data rather than blaming the algorithm, and whether it changed your content decisions afterwards.

3. What salary or fee are you expecting for this role?

What it checks: Whether you can price your work sensibly based on your output, skills and results, and are clear about what is included.

4. How do you script a 30-second Reel or Short?

What it checks: Whether you understand short-form structure: a strong hook, tight pacing, one clear idea and a reason to watch till the end or act.

5. How did you handle negative comments or trolling on content you posted?

What it checks: Emotional maturity, judgement on when to respond or escalate, and whether you protect the brand's reputation calmly.

6. Will you continue your personal channel if you join us?

What it checks: Whether there is a conflict of interest or divided attention, and whether you can keep personal and brand work clearly separate.

7. Which metrics do you track to judge whether a video worked?

What it checks: Whether you understand platform analytics beyond views and likes, and can link metrics to what you would change in the next piece of content.

8. Tell me about a client or manager who kept asking for revisions.

What it checks: Whether you can manage expectations and scope professionally, protecting quality and timelines without damaging the relationship.

9. This role involves shoots on weekends and at events. Is that okay for you?

What it checks: Whether you understand the practical side of content production and can commit to occasional irregular hours honestly.

10. How would you adapt one idea for Instagram, YouTube and LinkedIn?

What it checks: Whether you understand each platform's audience, format and tone, instead of posting the same file everywhere.

TIPS FOR THIS INTERVIEW

- Bring your best five pieces with the numbers behind them: views, average watch time, saves, shares and what you changed based on results.

- Prepare to script a short video live: practise writing three different hooks for the same topic within ten minutes.
- Study the brand's current content and prepare two ready-to-shoot ideas that fit its voice, with a hook and format for each.
- Revise disclosure rules for paid collaborations and basic copyright for music and clips, since brands take these risks seriously.

THE DAY BEFORE

- ☐ Confirm the time, venue or video link and the interviewer's name
- ☐ Plan your route and leave time for traffic, or test your camera, microphone and internet
- ☐ Keep copies of your resume, ID proof, certificates and photographs in a folder
- ☐ Iron your clothes and charge your phone and laptop
- ☐ Do one final run-through of your introduction, then stop and rest

ON THE DAY

- ☐ Arrive 15 minutes early, or log in 5–10 minutes early for a video call
- ☐ Greet everyone politely, including the receptionist or coordinator
- ☐ Listen to the full question, pause, then answer in a clear structure
- ☐ Take brief notes of names and key points
- ☐ Ask your prepared questions and confirm the next steps before you leave