

Communications Consultant Interview Questions

1. If selected for this work, what could you offer to enhance the Authority's current outreach efforts?
2. This RFP includes emergency and/or crisis communications services. Please describe your emergency support process. How would you handle a public relations crisis?
3. Tell us why the Authority should select you as our on-call communications consultant. Why would you be the best choice?
4. What do you know about Sweetwater Authority's service area and customers and how would you uniquely tailor your outreach methods to best serve our community?
5. One of the goals of the Governing Board is to increase our outreach to diverse communities. Can you please share examples of specific programs that you have crafted in other agencies to accomplish this goal?
6. Tell us about a successful campaign that you led. What made it successful?
7. What would you do if a campaign that your firm managed did not perform well?
8. Have you had an opportunity to review the Customer Opinion Survey provided in the RFP, and if so, have you thought about any communications strategies based upon the customer opinions and responses?
9. The RFP also included the Communications Strategic Plan. Have you had the opportunity to review it, and if so, what strategies or tactics do you think would enhance that plan and update it to accomplish additional goals?