

Appendix A: Site Visit Interview Questions

Pre-Visit Interview Questions

1. What is your job title?
2. How many years of experience do you have doing this type of work?
3. How much of that time has been with [company name]?
4. How would you describe what you do in your job?
5. What percentage of your job is writing—actually authoring content?
6. What percentage of your job is editing—reworking other people’s content for tone, voice, etc.?
7. What types of documents and other content do you prepare for your job?

Post-Visit Interview Questions

1. Were the days we observed typical or were there important things missing?
2. What would you describe as the most important characteristics and competencies for success in your job?
3. How would you breakdown the percentage of different types of communication (e.g., oral, written, visual, etc.) that you do in your job? How would the percentage breakdown differ for someone less and more senior?
4. What would you describe as the most important technology skills for success in your job?
5. What previous work experiences / education do you find yourself drawing on the most in your daily work?