

Health Promotion Officer interview questions

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What to expect

Interviews for Health Promotion Officer roles typically assess your ability to plan, deliver and evaluate community health programs while working with diverse stakeholders. You can expect a mix of behavioural, scenario and technical questions, often with a focus on how you engage communities and use evidence to inform practice.

- **Process and planning:** Questions about how you would approach a needs assessment or design a program from scratch.
- **Behavioural:** Questions asking you to describe past experiences in community engagement, project management or evaluation.
- **Scenario and judgement:** Hypothetical situations that test your problem-solving, cultural sensitivity and ability to adapt under constraints.
- **Technical and data:** Questions about your experience with data analysis, survey tools and reporting outcomes.
- **Policy and advocacy:** Questions about how you would influence policy or advocate for healthy environments.
- **Client-facing and communication:** Questions about delivering education sessions and tailoring messages to different audiences.

The interview usually starts with introductions and an overview of the role. Then you may be asked a mix of behavioural and scenario questions, sometimes with a short written or data task. You might meet the team or a community partner. The interview often ends with your questions and a discussion of next steps.

1. Can you walk us through how you would assess the health needs of a new community?

Why they ask

This tests your ability to plan a needs assessment systematically and use mixed methods to inform program priorities.

How to structure your answer

A process question: outline the steps you would take, from defining the scope to collecting and analysing data, engaging stakeholders, and prioritising needs. Use a logical sequence and mention specific tools.

Example answer

"First, I would define the community and the health issue in partnership with local stakeholders, such as council, health services and community groups. Then I would gather existing data from sources like the Australian Bureau of Statistics and local health district reports to understand demographics and health outcomes. Next, I would design a survey using SurveyMonkey and run focus groups to hear directly from residents about their priorities and barriers. I would analyse the data in Excel or SPSS to identify key themes. Finally, I would present findings to the steering group and work together to prioritise actions based on impact and feasibility."

2. Tell me about a time you engaged a hard-to-reach community in a health program.

Why they ask

This assesses your cultural competence, creativity and persistence in reaching people who may not usually access health services.

How to structure your answer

STAR: describe the Situation, Task, Action, Result. Focus on how you built trust, adapted your approach, and what changed as a result.

Example answer

"In a previous role, I was tasked with increasing participation in a smoking cessation program among a culturally diverse community. The Situation was that existing sessions had low attendance. My Task was to understand why and improve engagement. I started by meeting with community leaders and bilingual health workers to learn about barriers, such as timing and language. I then worked with them to co-design sessions held in community centres at flexible times, with translated materials and childcare available. As a Result, attendance increased from a handful of people to over 30 regular participants, and several participants completed the program and reported reducing or quitting smoking."

3. How would you evaluate the effectiveness of a health promotion campaign?

Why they ask

This tests your technical understanding of evaluation frameworks and your ability to use data to improve practice.

How to structure your answer

A technical question: explain your evaluation framework, including process, impact and outcome measures. Mention data collection tools and how you would report findings.

Example answer

"I would start by clarifying the campaign's objectives and identifying indicators for process, impact and outcome. For process, I might track reach, such as number of sessions delivered and attendees. For impact, I would use pre- and post-surveys to measure changes in knowledge or attitudes. For outcome, I would look at longer-term data like referrals or health service use, though that can be harder to attribute. I would collect data using SurveyMonkey or paper forms, analyse it in Excel or SPSS, and report back to stakeholders with clear recommendations for improvement."

4. Imagine a community group opposes your proposed health initiative. How would you handle it?

Why they ask

This scenario question explores your diplomacy, cultural safety and ability to navigate conflict constructively.

How to structure your answer

A scenario question: show you would listen first, understand concerns, find common ground, and adapt if needed. Demonstrate diplomacy and cultural safety.

Example answer

"I would begin by listening to their concerns without being defensive. I would ask questions to understand their perspective, whether it is about cultural appropriateness, timing, or past negative experiences. Then I would look for shared goals, such as better health for their families, and explore ways to modify the initiative to address their concerns. If needed, I would involve a trusted community leader to facilitate dialogue. My aim would be to build trust and co-design a solution rather than push a fixed plan."

5. What experience do you have in policy analysis or advocacy?

Why they ask

This probes your capacity to influence the broader determinants of health and work beyond individual behaviour change.

How to structure your answer

A process question: describe how you have analysed policy or advocated for change. Include specific examples, the steps you took, and the outcome.

Example answer

"In a previous role, I reviewed local council planning policies to see how they affected access to healthy food. I analysed the documents and prepared a submission highlighting the need for restrictions on fast-food outlets near schools. I worked with a coalition of health and community organisations to present the case to councillors. While the policy change was not immediate, the council agreed to consider health impacts in future planning decisions, and the issue was raised in a public meeting. This taught me how to use evidence and stakeholder networks to advocate for healthy public policy."

6. How do you tailor health education to different audiences?

Why they ask

This assesses your communication skills, cultural awareness and ability to make health messages accessible and relevant.

How to structure your answer

A process question: explain your approach to audience segmentation, plain language, cultural safety, and feedback. Give examples of how you have done this.

Example answer

"I start by understanding the audience: their age, cultural background, language, literacy levels and what matters to them. Then I adapt the content and delivery. For example, for a group of older adults, I used large print handouts and interactive activities rather than a lecture. For a multicultural group, I worked with bilingual health workers and translated key messages, and used visuals from Canva. I also check understanding by asking questions and gathering feedback after sessions. I always aim to make the information relevant and respectful."