

**SKILLS  
(20%)**

**CHARACTER  
(20%)**

**CAMPAIGNS &  
CONTRIBUTIONS (25%)**

**RESULTS &  
IMPACT (25%)**

**QUALITY  
(10%)**

DESCRIPTION

EXAMPLE

FOR 5 POINTS

FOR 4 POINTS

FOR 3 POINTS

FOR 2 POINTS

FOR 1 POINT

Does this individual show exemplary work and a commitment to excellence early in their marketing career?	Did the candidate offer their time in pursuit of a greater cause for the industry? Garner a reputation of competency and innovation amongst their peers and competitors, as the 'go to' person for the industry? Challenge the industry to greater achievement? Is raising the bar?	Using at least three examples of contributions to campaigns and marketing initiatives, provide an explanation of how your contributions were implemented and their level of success. How creative or sophisticated was the campaign in its use of solving a complicated problem with an innovative solution? What strategies were used and why? What sets this campaign apart from others? And, what impact did the campaign have?	Did the candidate achieve concrete results? Are these results acknowledged by the industry? Provide samples.	Is the submission well written? Does it flow? Is it easy for the reader to understand?
An individual who has a strong grasp of marketing concepts and is collaborating on work that advances their organization or industry.	An individual who is going above and beyond within their community or organization to use their skills to benefit others.	A description of the marketing campaign activities and contributions deployed using marketing terminology, showing a strategic approach, highlighting new technologies or applications, impressive timelines, savvy budgets.	Concrete examples of results – both from the candidate, peers and the industry. Reference letters or testimonials are encouraged from company, competitors and industry.	Video, relevant images, examples, screenshots, easy to understand. Examples of the individual's work and references or testimonials.
The submission shows several examples of how the candidate is pioneering change within the marketing industry. They are driving industry trends and executing change in the industry. Examples are shown where the candidate uses their marketing skillset to solve complex problems with creative solutions.	The submission shows that the candidate is volunteering in the community more than one would reasonably expect. They've included specifics of their multiple volunteer engagements and are working to give back the community in a meaningful way. This submission includes a testimonial from someone that they work with on their community initiatives.	The submission indicates 'outside of the box' thinking to implement a creative solution that shows marketing and messaging mastery with regards to the identified objective and target audience. It includes examples of the work completed and their contributions to the final product.	Changes in ROI, revenue, profits, sales, or a variety of supplemental metrics that create the full picture to show how the campaigns or marketing initiatives performed.	A clear presentation from beginning to end that is written well and incorporates great videos, relevant screenshots and/or examples.
This submission shows how the individual is developing and using an advanced skillset in innovative and/or creative ways.	This submission shows regular engagements of time intensive volunteer engagements and/or un-paid community involvements. No testimonial is included.	Very creative solution and use of innovative technology or delivery. Good use of content, messaging, and visual design, to a targeted audience to achieve a defined objective. It is clear that the individual played an important role with their contributions.	New leads, new business opportunities and other lead generation metrics not specifically tied to revenue.	Great flow and writing quality that has good examples/images.
This submission shows how the individual is using a basic skillset in innovative ways.	This individual commits to a regular volunteer role in on ongoing basis though the time and resource demands of this position are low.	Some creative thinking and an unconventional approach by the individual to contribute to the content and messaging which appears to be developed based on a strategy.	Some ROI and results included.	Good writing quality and good screenshots showing the product and the work.
This submission includes examples of common skills used in standard ways.	This individual volunteers casually in a non-committed engagement.	This application has some creative thinking and an innovative use of some areas of content and, visual design, and the individual's contribution to the campaign is identified.	Has shown limited results/impact on the campaigns and initiatives.	Subpar writing and/or screenshots of irrelevant pieces of the campaign.
No examples were given to show how the individual is using their marketing skillset in their organization or industry.	No examples were given to show how the individual is contributing to the community through volunteer or non-paid work.	This application describes the use of common approaches to deliver a simple campaign to an undefined audience. It does not include examples of the work completed by the individual.	Has not satisfactorily shown the results or impact on the on campaigns and initiatives.	Poor writing quality and/or no images or screenshots.