

RISING STAR



	SKILLS	CHARACTER	CONTRIBUTIONS	RESULTS & IMPACT	QUALITY
	25%	25%	20%	20%	10%
DESCRIPTION	Does this individual show exemplary work and a commitment to excellence in their career?	Did the candidate offer their time in pursuit of a greater cause? Engage in volunteer activities? Go above and beyond?	Using at least three examples, show their contributions and their level of success. How did this candidate contribute to solving a problem with an innovative solution? What strategies were used and why? What sets this candidate 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?
EXAMPLE	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 or are showing an eagerness to learn.	A description of the marketing activities and contributions deployed highlighting the specific contributions made by the candidate.	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.
FOR 5 POINTS	The submission shows several examples of how the candidate is showing master of their skills within the marketing 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 visual examples of the work completed and their contributions to the final product.	This submission clearly shows how the individuals contributions directly impacted the bottom line or created a fundamental shift of the business, campaign or organization.	A clear presentation from beginning to end that is written well and incorporates great videos, relevant screenshots and/or examples.
FOR 4 POINTS	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 marked improvements on essential KPIs.	Great flow and writing quality that has good examples/images.
FOR 3 POINTS	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.	This application has some creative thinking and an innovative use of some areas of content, visual design, collaboration, and/or other inputs. The individual's contribution to the campaign is identified.	Some vanity metrics (likes & shared, traffic, etc.) and results included.	Good writing quality and good screenshots showing the product and the work.
FOR 2 POINTS	This submission includes examples of common skills used in standard ways.	This individual volunteers casually in a non-committed engagement.	This application includes work that does not represent creative thinking and in innovative use for some areas of content, visual design, collaborations, and/or other inputs.	Has shown limited results/ impact on the campaigns and initiatives.	Subpar writing and/or screenshots of irrelevant pieces of the campaign.
FOR 1 POINTS	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.