

Assistant Director of Marketing and Communications
Application or Interview Review Rubric

Please rate the candidate on each of the following	Skill Focus	Low Score = 1	Medium Score = 2	High Score = 3
Demonstrated experience in marketing & communications strategic planning; experience in executing communications strategy; experienced in strategy development related to D&I; ability to determine metrics and benchmarks, track progress, and drive results.	Marketing and Communications	Applicant showed little to no understand of marketing or communications work from previous experience.	Applicant understands marketing and communication, but not necessarily in relation to this role/org in particular.	Applicant clearly understands marketing and communications and has a strategy for tackling this role.
A relationship builder; understands community-building; an established connector; approachable; visible; knows how to connect to both university and non-university partners; possess exemplary interpersonal skills; collaborative.	Building Relationships	Applicant was unable to provide concrete examples of cultivating professional relations or collaboration	Applicant shared examples of relationship building and collaboration but was missing details / unclear what role they played	Applicant clearly shared examples of building professional relationships to get things done.
Experienced content developer; proficient in building a web and social media presence; exemplary writer; ability to write contribute content quickly and for multiple channels.	Content Development	Applicant has not generated marketing and communications content before	Applicant has generated content but nothing related to the work/aims of the role.	Applicant has generated content similar to the work required for this position.
Experienced in building strong relationships in diverse communities; demonstration of effective strategies to engage and draw in diverse audiences; strong understanding of complex and nuanced issues as relates to race, equity, diversity, and social justice.	Diversity, Equity, and Inclusion Work	Applicant does not mention or highlight their understand or work with diverse populations of people.	Applicant mentions working with diverse populations or knowledge of DEI but lacks specific details or depth.	Applicant has clearly worked with and/or has a full understand of issues around DEI in our work and demonstrates that clearly.
Strong project planning experience; ability to make macro-level connections to the R&E initiative; experienced in managing complex projects across departments and reporting lines; fiscal/budget management experience.	Planning and Project Management	Applicant does not highlight project management or planning skills in their previous work.	Applicant has some planning skills, but has not managed projects or worked on complex, multi-faceted projects.	Applicant has planned and managed complex, multi-faceted projects.
Comments?				