

Marketing Coordinator Rubric

Score	Descriptor
10 - 9	Responsible for completely designing and implementing the marketing plan; handles public relations responsibilities effectively ; understands how to consistently translate the team's objectives into marketing strategies; works closely with other team members; skillfully oversees the marketing plan for the entire campaign
8 - 7	Responsible for mostly designing and implementing the marketing plan; handles public relations responsibilities appropriately ; usually understands how to translate the team's objectives into marketing strategies; works fairly close with other team members; oversees the marketing plan for most of the campaign
6 - 5	Somewhat responsible for designing and implementing the marketing plan; handles some public relations responsibilities; occasionally understands how to translate the team's objectives into marketing strategies; works reasonably close with other team members; oversees the marketing plan for some of the campaign
4 - 3	Responsibility for designing and implementing the marketing plan is lacking ; sometimes handles public relations responsibilities; limited understanding of how to translate the team's objectives into marketing strategies; rarely works with other team members; has difficulty overseeing the marketing plan for the campaign
2 - 1	Responsibility for designing and implementing the marketing plan is missing ; limited ability to handle public relations responsibilities; little or no understanding of how to translate the team's objectives into marketing strategies; ability to work with other team members is lacking ; ability to oversee the marketing plan for the campaign is inconsistent

Conversion to HCPS Score

Rubric Score	HCPS Score		Rubric Score	HCPS Score
10	100%		5	75%
9	95%		4	70%
8	90%		3	65%
7	85%		2	60%
6	80%		1	55%