

Marketing Analyst Rubric

Score	Descriptor
10 - 9	Responsible for effectively researching target demographics; skillfully providing information and insights regarding campaign effectiveness; consistently measures performance and supports decisions through data analysis; gives actionable insights to highly improve team strategies
8 - 7	Responsible for mostly researching target demographics; providing information and insights regarding campaign effectiveness appropriately; fairly measures performance and supports decisions through data analysis; gives actionable insights to mostly improve team strategies
6 - 5	Somewhat responsible for researching target demographics; provides some information and insights regarding campaign effectiveness; occasionally measures performance and supports decisions through data analysis; gives actionable insights to reasonably improve team strategies
4 - 3	Responsibility for researching target demographics is lacking; sometimes provides information and insights regarding campaign effectiveness; rarely measures performance and supports decisions through data analysis; has difficulty giving actionable insights to improve team strategies
2 - 1	Responsibility for researching target demographics is missing; information and insights regarding campaign effectiveness is limited; inconsistently measures performance and supports decisions through data analysis; gives little or no actionable insights to improve team strategies

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%