

# Marketing Coordinator Rubric

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

## Conversion to HCPS Score

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