

CANDIDATE ASSESSMENT TOOL – MARKETING MANAGER

KEY ASSESSMENT AREA WHERE CANDIDATES MUST VALIDATE PROFICIENCIES BEFORE HIRE: Develop and manage all aspects of marketing strategies.

	ASSESSMENT	1	2	3	4	5	6	7	8	TOTAL
	CANDIDATES	Submission in Microsoft Word of two-(2) client-based market research studies; and two-(2) examples of market research specifically involving at-risk poor children.	Submission of two Microsoft PowerPoint presentations, each including audio and video content: one-(1) market research campaign involving at-risk poor children; and one-(1) multimedia campaign involving direct mail, radio, television, and internet and/or social media.	Submission of a video (MP4, MOV, or DVD) of the candidate speaking before a public audience (no less than 10 people) on a subject matter pertaining to children, or families, or education.	Submission of Microsoft Excel documents that: (a) use problem analysis and problem-solving to achieve market research objectives; (b) validate budget management; and (c) create a marketing database of promotional resources to achieve strategic program objectives.	Submission of no less than five-(5) anecdotal comments and/or references from employees, peers, and immediate supervisors validating candidate has successfully conceived, achieved, and sustained marketing campaigns and strategic business objectives.	Submission of no less than five-(5) anecdotal comments and/or references from external media, vendors, clients, and customers validating candidate has successfully used team-leadership and persuasive skills to achieve strategic marketing objectives.	Submission of documents validating candidate has directly developed curriculum to train both internal staff and external audiences on how to successfully conceive, achieve, and sustain marketing campaigns and strategic business objectives.	Education equivalent to Bachelor's Degree in Marketing, Public Relations, media relations, or related field.	
1.	CANDIDATE A	1	1	1	1	1	1	1	1	8
2.	CANDIDATE B									0
3.	CANDIDATE C	1	1	1		1	1			5
4.	CANDIDATE D	1	1			1		1		4
5.	CANDIDATE E		1		1	1		1	1	5
6.	CANDIDATE F									1
7.	CANDIDATE G		1		1	1				3