Job Scorecard—Marketing Director

Competency	Metric	Rating (A,B,C)	Comments
Functional			
Industry Marketing Experience			
Measured ROI Marketing Results			
Successful Marketing Campaigns			
Building Marketing Systems and Platforms			
Building a Marketing Team			
Brand Promise			
Marketing Strategy			
Marketing Execution			
Hands on Capability			
Resourcefulness			
Strategic Messaging			
Sales Force Partnership			
Intellectual			
Intelligence			
Analysis Skills/Fact Based Management			
Creativity			
Personal			
Integrity			
Self-Awareness/Coachable			
Adaptability			
Initiative/Drive			
Passion			
Listening/EQ			
Results			
Resilience/Tenacity			

Likeability			
Management/Leadership			
Selecting and Growing Teams of A Players			
Training/Development/Coaching			
Goal Achievement			
Redeploying B/C Players			
Team Builder			
Vision			
Change Leadership			
Inspiring Followership			
Conflict Management			

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