

Evaluation Rubric
Assistant Director, Communications

Please rate the candidate on each of the following criteria:	Low = 1	Medium = 2	High = 3
<p>Marketing & Communications Strategy Demonstrated experience in marketing & communications strategic planning; demonstrated experience in executing communications strategy; experienced in strategy development related to D&I; ability to determine metrics and benchmarks, track progress, and drive results.</p>			
<p>Outreach A relationship builder; understands community-building; an established connector; approachable; visible; knows how to connect to both university and non-university partners; experienced at planning events that draw diverse communities into the conversation; possess exemplary interpersonal skills; collaborative.</p>			
<p>Content Development A subject matter expert as relates to race, equity, diversity, and social justice; experienced content developer; proficient in building a web and social media presence; exemplary writer; ability to write contribute content quickly and for multiple channels.</p>			
<p>Record on Diversity Experienced in building strong relationships in diverse communities; demonstrated commitment to D&I efforts; demonstration of effective strategies to engage and draw in diverse audiences; strong understanding of complex and nuanced issues as relates to race, equity, diversity, and social justice.</p>			
<p>Planning/Project Management/Admin Strong project planning experience; ability to make macro-level connections to the R&E initiative; experienced in managing complex projects across departments and reporting lines; fiscal/budget management experience.</p>			
<p>Additional Comments</p>			