

**Occupational Skill Rating Scale**

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**DEVELOP  
MARKETING PLAN  
A**

Condcut Market Research A1	Create marketing strategies A2	Present marketing proposal A3	Develop marketing budget A4	Conduct competitive research A5	Market brand A6
1   2   <b>3</b>   4	1   <b>2</b>   3   4	<b>1</b>   2   3   4	1   <b>2</b>   3   4	1   2   <b>3</b>   4	1   <b>2</b>   3   4
Test market A7	Advise graphic designers A8	Develop marketing materials A9	Evaluate marketing plan A10	Identify target market A11	Revise marketing plan A12
1   <b>2</b>   3   4	1   <b>2</b>   3   4	1   <b>2</b>   3   4	<b>1</b>   2   3   4	1   <b>2</b>   3   4	1   <b>2</b>   3   4

**DEMONSTRATE  
PROFESSIONAL  
COMPETENCIES  
B**

Create stakeholder relationships B1	Facilitate partnerships B2	Demonstrate leadership B3	Market personal brand B4	Develop networks B5	Manage conflict B6
1   <b>2</b>   3   4	1   <b>2</b>   3   4	1   <b>2</b>   3   4	1   2   <b>3</b>   4	1   2   <b>3</b>   4	1   <b>2</b>   3   4
Manage crisis B7	Manage client expectations B8	Manage risk B9	Troubleshoot B10	Negotiate B11	Think critically B12
<b>1</b>   2   3   4	1   <b>2</b>   3   4	<b>1</b>   2   3   4	1   <b>2</b>   3   4	<b>1</b>   2   3   4	1   2   <b>3</b>   4
Manage time B13	Respect diversity B14	Demonstrate ethics B15	Solve problems B16	Maintain credibility B17	
1   2   <b>3</b>   4	1   2   3   <b>4</b>	1   2   3   <b>4</b>	1   2   <b>3</b>   4	1   <b>2</b>   3   4	

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<b>MANAGE VOLUNTEERS</b> C
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Use volunteer database C1	Provide volunteer hospitality/perks C2	Screen volunteers C3	Maintain volunteer database C4	Create volunteer database C5	Manage volunteer schedules C6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Replace volunteer schedules C7	Provide volunteer development C8	Develop volunteer position description C9	Nurture volunteers C10	Motivate volunteers C11	Recognize (reward) volunteers C12
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Evaluate volunteers C13	Recruit volunteers C14	Train volunteers C15	Retain volunteers C16		
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4		

<b>MANAGE MEDIA RELATIONS</b> D
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Act as a resource D1	Determine media needs D2	Manage public relations D3	Build media relationships D4	Manage media interviews D5	Prioritize media D6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Identify media D7	Write media releases D8	Create media strategy D9	Develop media protocols D10		
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4		

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USE TECHNOLOGY  
E

Manage membership information E1	Collect membership information E2	Analyze social media E3	Use computer hardware E4	Use point of Sale (POS) hardware E5	Collect Data E6
1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4
Facilitate media requests E7	Accommodate media requirements E8	Identify media requirements E9	Use point of Sale (POS) software E10	Use audio-visual equipment E11	Use industry specific computer software E12
1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4
Use office specific computer software E13	Use office equipment E14	Maintain website E15	Utilize social media E16		
1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4		

GENERATE REVENUE  
(Sales/Sponsorships)  
F

Retain customers F1	Present proposals F2	Prepare grant applications F3	Generate revenue F4	Make cold calls F5	Maintain stakeholder relationships F6
1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4
Secure clients F7	Prepare proposals F8	Assess sponsorship inventory F9	Secure corporate partnerships F10	Create non-traditional revenue sources F11	Identify non-traditional revenue sources F12
1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4

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<b>MANAGE FINANCES</b> G
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Develop grant program G1	Monitor contracts G2	Evaluate Quotes G3	Create budgets G4	Manage budgets G5	Source suppliers G6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Execute contracts G7	Prepare contracts G8	Collect revenue G9	Manage payroll G10	Present budgets G11	
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	

<b>COMMUNICATE</b> H
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Use appropriate communication tool/method H1	Use language appropriate to the audience H2	Develop membership communication plan H3	Demonstrate public speaking skills H4	Write reports H5
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4

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<b>MANAGE EVENTS, PROGRAMS AND COMPETITIONS</b> I
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Implement events  I1	Manage competitions  I2	Adapt programs  I3	Evaluate events/programs  I4	Develop events  I5	Manage tournaments  I6
1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4
Analyze risk  I7	Manage schedules  I8	Analyze results  I9	Create a customer experience  I10	Assess threats (S.W.O.T.)  I11	Adjust schedules  I12
1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4
Prepare schedules  I13	Source facilities  I14	Write an events script  I15	Deliver programs  I16	Manage facilities  I17	Conduct surveys  I18
1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4

<b>MANAGE THE ORGANIZATION</b> J
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Recruit members (Coaches, officials, athletes)  J1	Provide resources  J2	Delegate responsibility  J3	Create brand  J4	Develop policy  J5	Identify risks  J6
1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4
Manage brand  J7	Develop a corporate vision  J8	Adjust targets  J9	Maintain currency  J10	Create manuals  J11	Adhere to policies  J12
1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4
Implement policy  J13	Anticipate challenges  J14	Create corporate culture  J15	Plan strategically  J16		
1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4		

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**DEMONSTRATE  
PERSONAL  
COMPETENCY  
K**

Demonstrate a positive attitude  K1	Demonstrate proactiveness  K2	Demonstrate teamwork  K3	Listen actively  K4	Demonstrate confidence  K5	Commit to lifelong learning  K6
1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4
Demonstrate initiative  K7	Demonstrate creativity  K8	Adapt to change  K9	Manage stress  K10	Demonstrate resourcefulness  K11	Demonstrate flexibility  K12
1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4
Innovative  K7	Demonstrate volunteerism  K8				
1   2   3   4	1   2   3   4				

**PROMOTE PRODUCT  
OR SERVICE  
L**

Develop promotional materials  L1	Create promotional strategies  L2	Develop promotions (fun stuff, give-aways, swag, coupons, etc.)  L3	Create advertising materials  L4	Conduct cost/benefits analysis  L5	Evaluate cost/benefits  L6
1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4	1   2   3   4
Manage trade booth  L7					
1   2   3   4					