

YOUNG LEADERS IN FINANCE AWARDS 2018

Marketing Professional (In-house) of the Year

This award recognises the in-house marketing professional who has effectively demonstrated their role within the organisation, meeting business needs, along with growing both their personal reputation and their company's presence.

Eligibility

This award is open to all in-house marketing professionals that work within financial services and based on activities over the 2017 calendar year.

All entrants must be aged 30 years or younger for the duration of the work being completed between 1 January 2017 and 31 December 2017.

Submission criteria and requirements

Please answer the following questions (400 words max per question):

- Detail your approach to marketing and how it has positively influenced your organisation.
- Highlight the marketing initiatives you have developed in your organisation, detailing the success of these initiatives.
- What has been your biggest success?
- Describe how you inspire and motivate people in your workplace and your contribution to the development of the community.

Supporting documentation

Optional: Please include any supporting material in your submission so that the judges can consider it. This material can include references, testimonials, statistics, video, media coverage and financial or business metrics and/or statements and third-party independent data reports to support your submission.

We also encourage entrants to submit an optional short video - up to 30 seconds long – answering the question, **“What does success mean to you?”**

SCORE	RESPONSE
Score 1 – 2	Did not meet submission requirements. Provided little to no relevant supporting documents. Did not meet expectations.
Score 3 - 4	Partially highlighted/demonstrated submission requirements. Provided little to no relevant supporting documents. Did not meet my expectations.
Score 5 - 6	Highlighted/demonstrated submission requirements. Provided relevant supporting documents. Met my expectations.
Score 7 – 8	Accurately highlighted/demonstrated submission requirements. Provided clear and relevant supporting documents Met my expectations.
Score 9 – 10	Accurately and concisely highlighted/demonstrated submission requirements Provided clear and relevant supporting documents Exceeded my expectations.