



Ambassador Application Rubric


Purpose: This rubric acts as an objective and standardised tool for the evaluation of applications to the ZNotes Ambassador Programme. They are used by Recruitment Officers and Ambassador Coordinators while processing the application.

Instruction: The evaluator is to assess the application in terms of the listed 5 criteria. Descriptors for each band are provided to guide you through the scoring with recommended actions for each score at the end.

Criteria	Description	0 - Poor	1 - Weak	2 - Fair	3 - Good	4 - Strong
Mission Alignment & Advocacy	How well the candidate understands and is motivated by ZNotes' mission and their readiness to act as a community ambassador.	No understanding of mission or advocacy; irrelevant interest.	Generic or unclear interests; weak sense of advocacy.	Some awareness of ZNotes mission; limited enthusiasm for ambassador work.	Clear motivation; understands ambassador role; shows commitment to promoting ZNotes locally.	Deep, compelling alignment; highly motivated to advocate, inspire peers, and drive local impact.
Leadership & Initiative	Ability to take ownership, lead activities, and proactively engage peers or teachers in ambassador tasks.	No relevant skills - unclear experience.	No leadership or initiative shown.	Some leadership or initiative in school/community activities.	Demonstrates leadership, organizes or leads activities, takes initiative consistently.	Strong, proactive leadership; inspires others, takes ownership of projects, and drives impactful initiatives.
Written Communication & Public Speaking	Quality of written communication and evidence suggesting confidence or prior exposure to speaking, presenting, or leading conversations.	Writing unclear or unstructured; no indication of speaking confidence or experience.	Understandable writing but poorly structured; minimal or vague reference to speaking or presenting.	Generally clear writing with minor issues; some indirect indication of speaking ability (e.g., group participation).	Clear, well-structured writing; provides credible evidence of speaking potential (e.g., leading discussions, presenting in class).	Exceptionally clear and polished writing; strong indicators of public-speaking capability (e.g., has led events, presented often, or engaged audiences).
Collaboration & Community Engagement	Evidence of teamwork, peer engagement, and ability to involve the school or local community in ambassador-led initiatives.	No collaboration; unable to engage peers.	Limited teamwork experience; weak engagement skills.	Some teamwork and peer engagement experience; moderate effectiveness.	Reliable collaborator; actively engages peers; contributes positively to community initiatives.	Outstanding collaborator; effectively engages peers, builds community participation, and fosters strong connections.
Organizational & Project Management Skills	Ability to plan, execute, and follow through on ambassador activities, events, or campaigns in a structured way.	No evidence of organization; cannot manage tasks.	Limited planning or follow-through; inconsistent delivery.	Some organizational skills; manages small activities with moderate success.	Well-organized; plans and executes activities effectively; meets deadlines.	Highly organized and strategic; successfully manages multiple initiatives; ensures high-impact outcomes.

 Decision Thresholds	
Range	Advised Action
16-20	Invite to Interview
13-15	Hold / Further Review by other AC
0-12	Reject

 Candidate Profile to Prioritize for ZNotes Ambassadors
Student Council Members / Class Representatives
Club Leaders / Committee Heads (e.g., Debate, Science, Community Service)
Peer Tutors / Academic Mentors
Community / Volunteer Leaders
Event Organizers / Team Captains (Sports, Arts, Competitions)
Students with Advocacy / Awareness Campaign Experience

 Strategic Hires Note
Priority candidates mentioned in the table listed are strategic hires. Give bonus points only if they provide evidence/ make mention of the experience. Bonus points are independent of the rubric; otherwise, evaluate using the normal rubric.