

# L2 Standards - Marketing

## Overview

L2 marketing is about strategic ownership. An L2 member plans, initiates, and elevates the team's marketing, going beyond executing tasks they're assigned. They've demonstrated they can develop a content strategy, represent the team externally, mentor L1 members, and understand how YETI's programs connect to broader goals.

**Prerequisite:** L1 must be completed before pursuing L2.

## Benchmarks

#	Benchmark	Description
1	Content Strategy	Plan and execute a 4-week content calendar with documented rationale tied to the season arc.
2	External Representation	Present or speak on behalf of the team in at least one external context (sponsor meeting, Impact presentation, awards interview, etc.) with positive mentor feedback.
3	Mentorship	Review and give actionable feedback on 3+ pieces of L1 member work, improving the output without redoing it yourself.
4	Metrics Awareness	Pull social analytics and explain what is working and what is not, citing specific numbers.
5	Capstone Deliverable	Serve as primary author on at least one high-stakes artifact: sponsor packet, Impact/EI essay, pit display, or equivalent used in a real context.
6	Program Storytelling	Independently develop a compelling narrative around one team program — human angle, photos/quotes, impact and mission alignment.
7	Cross-Program Strategy	Articulate how YETI's programs connect to broader goals (sponsor retention, award submissions, community presence, pipeline) and why each one matters.

# Assessment Process

## 1. Portfolio Review

Your L2 portfolio builds on your L1 portfolio. The evaluator is looking for evidence of strategic thinking: did you plan things, or only execute what you were assigned?

Marketing Portfolio — [First Last]/

Published Work/

Drafts & Revisions/

Copywriting/

Strategy/ ← content calendars, planning docs, campaign briefs

Analytics/ ← screenshots or exports from social analytics

What belongs at L2:

- A documented content calendar with rationale
- Analytics pulls showing you tracked and interpreted performance
- Your capstone deliverable

## 2. Structured Conversation

You will walk a mentor through your portfolio. Sample questions: Walk me through how you planned this content calendar and why you made those choices Pick an outreach program and pitch me a content piece about it on the spot: what's the angle, who's the audience, what's the takeaway? Show me an analytics report and explain what it tells you How would you onboard a brand-new marketing member on their first day?

## 3. Peer Signal

Mentors will ask 2-3 members—typically L1 members you've worked with—whether you helped them improve their work and whether they sought you out for feedback. This is separate from the portfolio review.

## 4. Real-World Test

Before your assessment, you will be given ownership of a bounded campaign — a sponsor outreach push or a full week of social content. You are responsible for planning it, executing it, and reflecting on what worked. This is evaluated alongside your portfolio.

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