



Bluewire Media

Performance Criteria

Purpose of this document

To define the **organisational hierarchy** & outline the **performance criteria** by which staff & contractors will be reviewed & promoted internally.

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Organisational Hierarchy

Level	Salary range (ex Super)	Freelance day rate (ex GST)
Manager 5	\$105,000+	\$525 +
Manager 4	\$100,000 - \$105,000	\$500 - \$525
Manager 3	\$95,000 - \$100,000	\$475 - \$500
Manager 2	\$90,000 - \$95,000	\$450 - \$475
Manager 1	\$85,000 - \$90,000	\$425 - \$450
Senior Associate 5	\$80,000 - \$85,000	\$400 - \$425
Senior Associate 4	\$75,000 - \$80,000	\$375 - \$400
Senior Associate 3	\$70,000 - \$75,000	\$350 - \$375
Senior Associate 2	\$65,000 - \$70,000	\$325 - \$350
Senior Associate 1	\$60,000 - \$65,000	\$300 - \$325
Associate 5	\$55,000 - \$60,000	\$275 - \$300
Associate 4	\$50,000 - \$55,000	\$250 - \$275
Associate 3	\$45,000 - \$50,000	\$225 - \$250
Associate 2	\$40,000 - \$45,000	\$200 - \$225
Associate 1	\$35,000 - \$40,000	\$175 - \$200
Junior Associate	\$30,000 - \$35,000	\$150 - \$175

* Performance reviews (6 monthly or on request)

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Performance Criteria & Competencies

Driving Principles

The principles that drive the progression from Junior Associate to Manager Level 5 are:

- “Learning” to “Mentoring others”
- Sometimes, often, frequently, always
- Learning and refining our processes to developing new IP
- Standard of work: good to exceptional
- Understand, apply, embody, mentor

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Manager – Level 1, 2, 3, 4, 5

Devoted Communication I communicate in a timely manner and in a way that other people can understand.	Strategy + Execution I develop strategies, plan the execution and ship fast.	Trusted Advisor I always give my best advice to help other people and look after their best interests.	Continuous Improvement I continually find better ways of doing things.	Ecstatic People I am empowered to WOW.
<p>Verbal & written communication</p> <p>You are an exceptional communicator and mentor others.</p> <p>You always use the appropriate communication with the right person.</p> <p>Remarkable content</p> <p>You frequently publish remarkable content for yourself, 3rd parties and Bluewire.</p> <p>Real-Time Communication</p> <p>You are exceptional at appropriate 'real-time communications'.</p> <p>Swallow the Frog</p> <p>You are exceptional at resolving prickly issues, eliminating bottlenecks & mentoring others to do the same.</p> <p>Multiplier</p> <p>You make those around you smarter. You always ask questions to get the best answers.</p> <p>You ensure all feedback is tied to core values.</p> <p>You demand people's best work.</p>	<p>Strategy</p> <p>You frequently challenge the status quo (eg existing markets, products & services etc) to deliver value.</p> <p>You are highly effective at reaching the best outcomes in all Bluewire and client workshops and meetings.</p> <p>You are an exceptional facilitator of strategy for Bluewire and VIP clients.</p> <p>Execution</p> <p>You mentoring others to develop and refine processes to ship faster & more effectively.</p> <p>You embody and mentor "Strategy is 1%, execution is 99%".</p> <p>You mentor others to master prioritising and delegating to stay focused and achieve goals.</p> <p>Native Genius</p> <p>You uncover others' native genius and always put them to work.</p> <p>Linchpin</p> <p>Your work is your 'art'.</p> <p>You do what you love and help others do the same.</p>	<p>With Clients</p> <p>You frequently attract, win and nurture VIP clients.</p> <p>You excel at achieving successful outcomes within politically sensitive environments.</p> <p>You are confident of saying 'No' and mentoring others to do the same.</p> <p>You are an expert at uncovering and articulating value and mentoring others.</p> <p>You make weekly strategic/relationship building contact with clients.</p> <p>Industry</p> <p>You are recognised as an industry thought leader and contributor.</p> <p>You frequently deliver paid presentations at high quality conferences & events.</p> <p>Internally</p> <p>You invent, create, refine and release IP that can be used across Bluewire and industry.</p>	<p>Knowledge transfer</p> <p>Everything you and your team knows is documented.</p> <p>You mentor others internally and externally to help them improve.</p> <p>You mentor "it's simple until we make it complicated."</p> <p>You live and breathe Bluewire Media values and foster our culture in everyone around you.</p> <p>When there's a problem you act as "debate maker" for your team.</p> <p>Professional development</p> <p>You read voraciously.</p> <p>You frequently attend events.</p> <p>You recommend PD to colleagues and are recognised as an internal thought leader.</p> <p>Cheerleader</p> <p>You actively make the workplace fun and frequently find reasons to celebrate.</p> <p>Happy colleagues = happy clients.</p>	<p>Wows</p> <p>You always shine the light on others.</p> <p>Your team frequently receives Glowers and delivers Wows.</p> <p>Relationships</p> <p>You frequently dine with colleagues, clients, suppliers & contacts to strengthen our community.</p> <p>Fixing problems</p> <p>You excel at 'owning' and fixing problems and Blow-Ups & mentor others.</p> <p>Teamwork & Networks</p> <p>You constantly grow & nurture professional relationships & aspirational contacts.</p> <p>You frequently give back to the community.</p> <p>Talent Magnet</p> <p>You and your team frequently attract, recruit and develop A players.</p> <p>You have documented a specific person who'd replace you if you left tomorrow.</p>

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Senior Associate– Level 1, 2, 3, 4, 5

Devoted Communication I communicate in a timely manner and in a way that other people can understand.	Strategy + Execution I develop strategies, plan the execution and ship fast.	Trusted Advisor I always give my best advice to help other people and look after their best interests.	Continuous Improvement I continually find better ways of doing things.	Ecstatic People I am empowered to WOW.
<p>Verbal & written communication</p> <p>You are a very good communicator & frequently seek opportunities to teach others.</p> <p>You always use the appropriate communication with the right person.</p> <p>Remarkable content</p> <p>You regularly publish remarkable content for yourself, 3rd parties and Bluewire.</p> <p>Real-Time Communication</p> <p>You are very good at appropriate 'real-time communications'.</p> <p>Swallow the Frog</p> <p>You are very good at resolving prickly issues, eliminating bottlenecks & teaching others.</p> <p>Multiplier</p> <p>You ask questions to get the best answers.</p> <p>You tie feedback to core values.</p> <p>You demand your team's best work.</p>	<p>Strategy</p> <p>You understand the importance of challenging the status quo.</p> <p>You are effective in reaching the best outcomes all Bluewire and client workshops and meetings.</p> <p>You are a confident facilitator of strategy for Bluewire and VIP clients.</p> <p>Execution</p> <p>You develop and continually refine processes to ship faster & more effectively.</p> <p>You embody "Strategy is 1%, execution is 99%".</p> <p>You are a master at prioritising and delegating to stay focused and achieve goals.</p> <p>Native Genius</p> <p>You always put your own and others' native genius to work.</p> <p>Linchpin</p> <p>You do what you love and help others do the same.</p>	<p>With Clients</p> <p>You consistently attract, win and nurture VIP clients.</p> <p>You are proficient at achieving successful outcomes within politically sensitive environments.</p> <p>You are confident saying 'No'.</p> <p>You are an expert at uncovering and articulating value.</p> <p>You frequently make strategic / relationship building contact with clients.</p> <p>Industry</p> <p>You are recognised as an industry contributor.</p> <p>You deliver presentations at conferences & events.</p> <p>Internally</p> <p>You create, refine and release IP that can be used across Bluewire and industry.</p>	<p>Knowledge transfer</p> <p>Everything you know is documented.</p> <p>You actively help others improve.</p> <p>You embody "it's simple until we make it complicated".</p> <p>You live and breathe Bluewire Media values and actively contribute to our culture.</p> <p>When there's a problem, your team always asks for help and always bring their best 'fix.'</p> <p>Professional development</p> <p>You read frequently.</p> <p>You often attend events.</p> <p>You share PD with colleagues.</p> <p>Cheerleader</p> <p>You actively find reasons to celebrate.</p> <p>Happy colleagues = happy clients.</p>	<p>Wows</p> <p>You frequently shine the light on others.</p> <p>You and your team often receive Glowers and deliver Wows.</p> <p>Relationships</p> <p>You often dine with colleagues, clients, suppliers & contacts to strengthen our community.</p> <p>Fixing problems</p> <p>You excel at 'owning' and fixing problems and Blow-Ups.</p> <p>Teamwork & Networks</p> <p>You constantly grow & nurture professional relationships & build your list of aspirational contacts.</p> <p>You often give back to the community.</p> <p>Talent Magnet</p> <p>You frequently attract, recruit and develop A players.</p> <p>You have documented the type and skills of a person who'd replace you if you left tomorrow.</p>

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Associate – Level 1, 2, 3, 4, 5

Devoted Communication I communicate in a timely manner and in a way that other people can understand.	Strategy + Execution I develop strategies, plan the execution and ship fast.	Trusted Advisor I always give my best advice to help other people and look after their best interests.	Continuous Improvement I continually find better ways of doing things.	Ecstatic People I am empowered to WOW.
<p>Verbal & written communication</p> <p>You are a very good communicator & always seek opportunities to improve.</p> <p>You frequently use the appropriate communication with the right person.</p> <p>Remarkable content</p> <p>You regularly publish remarkable content for Bluewire.</p> <p>Swallow the Frog</p> <p>You have a go at resolving prickly issues, eliminate bottlenecks & seek feedback on your resolutions (on better ways to do it.)</p> <p>Multiplier</p> <p>You're confident asking questions to get the best answers.</p> <p>You ensure all feedback is tied to core values.</p>	<p>Strategy</p> <p>You are confident identifying and delivering value.</p> <p>You are confident and effective in all Bluewire and client workshops and meetings.</p> <p>You are a valued strategic contributor for Bluewire and VIP clients.</p> <p>Execution</p> <p>You continually refine processes to ship faster & more effectively.</p> <p>You understand "Strategy is 1%, execution is 99%".</p> <p>You are proficient at prioritising and delegating to stay focused and achieve goals.</p> <p>Native Genius</p> <p>You know your own and others' native genius & try to put them to work.</p>	<p>With Clients</p> <p>You often attract, win and nurture VIP clients.</p> <p>You're conscious of and help to achieve successful outcomes in politically sensitive environments.</p> <p>You are aware of the importance of saying 'No' and confident doing so.</p> <p>You identify opportunities to deliver additional value.</p> <p>You make regular contact with clients.</p> <p>Industry</p> <p>You identify industry thought leaders and start to contribute.</p> <p>You present at smaller events and assist with other presentations.</p> <p>Internally</p> <p>You refine and release IP that can be used across Bluewire.</p>	<p>Knowledge transfer</p> <p>Most of what you know is documented.</p> <p>You actively refine processes.</p> <p>You apply "it's simple until we make it complicated."</p> <p>You live and breathe Bluewire Media core values and culture.</p> <p>When you have a problem, you always ask for help and always bring your best 'fix.'</p> <p>Professional development</p> <p>You read regularly.</p> <p>You sometimes attend events.</p> <p>You find PD opportunities and act on recommendations made to you.</p> <p>Cheerleader</p> <p>You get involved in celebrations.</p> <p>Happy colleagues = happy clients</p>	<p>Wows</p> <p>You look for opportunities to shine the light on others.</p> <p>You often receive Glowers and deliver Wows.</p> <p>Relationships</p> <p>You occasionally dine with colleagues, clients, suppliers & contacts to strengthen our community.</p> <p>Fixing problems</p> <p>You are very good at 'owning' and fixing problems and Blow-Ups.</p> <p>Teamwork & Networks</p> <p>You constantly grow & nurture professional relationships.</p> <p>You start to give back to the community.</p> <p>Talent Magnet</p> <p>You start to attract, recruit and develop A players.</p>

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Junior Associate

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<p>Verbal & written communication</p> <p>You are a good communicator & always seek opportunities to improve.</p> <p>You have learnt 'Bluewire Media' language and appreciate the value of devoted communication.</p> <p>You strive to use the appropriate communication with the right person</p> <p>Remarkable content</p> <p>You have begun to publish remarkable content for Bluewire.</p> <p>Swallow the Frog</p> <p>You can identify prickly issues and bottlenecks & learn how to resolve.</p> <p>Multiplier</p> <p>You ensure feedback is tied to core values.</p>	<p>Strategy</p> <p>You understand the concept of value for clients and Bluewire.</p> <p>You understand the fundamentals of web strategy.</p> <p>Execution</p> <p>You learn processes to ship faster & more effectively.</p> <p>You are developing competence at prioritising and delegating to stay focused and achieve goals.</p> <p>Native Genius</p> <p>You discover your own native genius.</p>	<p>With Clients</p> <p>You can identify opportunities to attract, win and nurture VIP clients.</p> <p>You are aware of the importance of saying 'No'.</p> <p>You understand where value might lie.</p> <p>You have contact with clients.</p> <p>Industry</p> <p>You identify and follow industry thought leaders.</p> <p>You assist with presentations at workshops & events.</p>	<p>Knowledge transfer</p> <p>You understand the importance of documenting your knowledge</p> <p>You actively 'learn' processes.</p> <p>You understand "it's simple until we make it complicated."</p> <p>You demonstrate Bluewire Media core values and culture.</p> <p>You understand that when you have a problem, you always ask for help and always bring your best 'fix.'</p> <p>Professional development</p> <p>You find topics you enjoy reading about.</p>	<p>Relationships</p> <p>You join in to dine with colleagues, clients, suppliers & contacts to strengthen our community.</p> <p>Teamwork & Networks</p> <p>You start your professional network.</p>

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