Capability checklist (scorecard)

Criterion	Description	Weight (1-3)	Score (0-3)	Weighted Score
Construction portfolio depth	Evidence of built-environment projects (not just lifestyle).	3		0
Short-form video & reels proficiency	Ability to capture vertical video, hooks, captions; examples provided.	3		0
Storyboarding and shot-list discipline	Clear plans per shoot; can translate build stages into shot lists.	2		0
On-site etiquette & safety readiness	Understands inductions, PPE, SWMS/briefings; respectful on active sites.	3		0
Editing turnaround (SLA)	Reliable turnaround for edits; communicates delays; revision process.	2		0
Branding consistency (logos, fonts, tone)	Keeps brand visuals and voice consistent across posts.	2		0
Analytics literacy (UTMs, reporting)	Sets up UTMs, reads insights, and reports outcomes not vanity metrics.	2		0
Platform coverage (IG, TikTok, LinkedIn, YT Shorts)	Active and competent across priority channels for construction audiences.	2		0
Stakeholder management (PMs, clients, suppliers)	Handles approvals and feedback from multiple stakeholders smoothly.	1		0
Rights & usage clarity (ownership, duration, channels)	Contract spells out ownership, duration, and allowed use cases.	2		0
TOTAL				0

Scoring guide:

0 = Not shown / no evidence | 1 = Emerging | 2 = Solid | 3 = Exemplary
Tip: Weight high-risk items (safety, portfolio) higher for site work.