Role-based competency		Contributor			Driver		Influencer	
		Technical Writer 1 - Level I	**Technical Writer 2** - Level II	**Senior Technical Writer** - Level III	**Staff Technical Writer** - Level IV	**Senior Staff Technical Writer** - Level V	**Principal Technical Writer** - Level VI
	Scope of writing work	Works closely with the Product and Engineering teams to incorporate minor releases into our existing documentation. May support more experienced writers as part of a major release, or may add documentation for a major release with close supervision. Performs docs maintenance by addressing backlog issues that are well-scoped with mentorship from other team members.	Works closely with the Product and Engineering teams to incorporate new minor and major releases into our existing documentation. Performs docs maintenance by addressing backlog issues with minor support from other team members.	With limited supervision, works with Product and Engineering to document minor and major releases. Independently makes progress on prioritizing and addressing backlog docs issues, including ones that involve more in-depth research to resolve.	Tackles challenging documentation restructuring projects or feature-specific backlog projects that span multiple issues from start to finish. With minor support, completes product release documentation projects of significant complexity or those that require knowlege of the ecosystem, such as integrations or materials that aid in partnerships.	Conducts competitive analysis of documentation sites and UI copy for competitor products and companies. Illuminates new patterns and industry standards for information architecture, educating their peers and coworkers. Creates templates and reference materials for technical writers to use when creating documentation or UI copy of a similar type.	Develops proven systems and approaches to technical writing. Replicates those systems and approaches across the team so that others may learn from and improve on them.
	Quality of writing	Writing is clear, concise, accessible, and technically accurate. It maintains cohesion in tone and style with existing documentation.	Technically accurate writing seamlessly integrates with the Netlify docs tone and voice. Care is given to aligning content with user goals, providing task-based information where appropriate and conceptual or reference information, where appropriate.	Considers overall docs site information architecture when writing. Thinks through what the user needs exactly at the point of learning to reduce cognitive overhead. Ensures that there's a clear path for a first-time user and understands how and when to weave in advanced material such as caveats and warnings.	Submits initial drafts of PRs for review that are primarily error-free, technically accurate, well-structured, and attentive to audience needs.	(Continued expectation from Staff level) Submits initial drafts of PRs for review that are primarily error-free, technically accurate, well-structured, and attentive to audience needs.	Contributes to the team understanding of technical writing best practices, including information architecture or UI copy.
	Style guide and linting	Develops an understanding of our writing style guide and adheres to it.	Understands our writing style guide and adheres to it. Adds to it or refines it upon request.	Addresses gaps in our writing style guide. Develops understanding of and/or makes minor contribrutributions to our linting tooling.	Independently identifies gaps in our writing style guide and addresses them and/or makes contributions to our linting tooling as needed.	May manage significant overhauls or expansions of the writing style guide or linting tooling, when necessary.	Seeks out style guide and linting best practices and brings them back to the team for discussion and implementation.
	PR reviews	Performs PR reviews for their peers with a focus on writing, style, grammar, and adherence to the style guide.	Performs PR reviews for their peers that additionally consider flow, audience, and the goals of the product.	Helps support the work of their peers both on the team and in the community at large by engaging pairing sessions, providing mentoring, and submitting PR reviews with the goal of up-leveling the skills of the team.	Gives review feedback on PRs with a mind towards the growth of the individual they are reviewing, thinking through not just the content of the review, but how they can explain something to help guide the person in the future.	Models PR review efficency while helping writers on the team to grow their skills. Trains the team on PR review processes.	Helps to refine PR review processes to aid in team efficiency while balancing accuracy and content quality.
	UI copy, naming contributions	Provides thoughtful UI copy recommendations for new or updated features.	Provides thoughtful UI copy recommendations and provides input into naming for new or updated features.	Understands the UI copy throughout the app with depth, and provides recommendations that balance potential tradeoffs and benefits for different directions. Contributes thoughtfully to naming discussions.	With a nuanced understanding of UI copy and feature naming across our platform, helps provide guidance for team members through contributions like further developing the style guide UI copy section or design system copy guidelines.	Contributes to team best practices for UI copy and feature naming. May create systems such as developing templates and reference materials for technical writers to use when creating UI copy of a similar type.	Helps the team to develop UI copy best practices and skills while modeling UI copy and naming thoughtfulness and proficiency.
	Product knowledge	Learns about the Netlify platform and key features.	Develops familiarity with our platform from a technical perspective, trying out features during the documentation process.	Develops in-depth expertise in a few areas of our product platform. Has an understanding of the wider ecosystem of tools so that they know what context users may or may not be coming from.	Develops in-depth expertise in multiple areas in our product offering and mentors newer team members who are coming up to speed to understand the technical nuances of our platform.	In depth expertise of the platform combined with audience awareness inform accurate writing and mentoring of newer hires in technical accuracy and platform knowledge.	Mentors and actively drives the technical skills of the immediate or extended team.

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Agility across the team, org, and company	**Improvement mindset**	Reads through our existing documentation and addresses issues to update/correct content for legibility. Identifies gaps in process docs and raises them to the team.	Thinks through and files issues for how to refine minor concerns and gaps in the docs site. Identifies gaps in process docs and addresses them.	Understands with depth what our organization and company OKRs are and performs audits on content to make sure we are achieving our goals.	Develops new plans and projects for our documentation, creating one-page proposals on how we might level up to better serve our users and/or business needs. Notices recurring friction/confusion that impedes team success/efficiency and creates resources that clarify or solve these issues. Ensures the resources are easy to locate.	Notices repeated docs feedback or friction in an area of our docs, makes a plan to address it, and carries the plan through to completion. Identifies docs site improvements from a user experience perspective and files issues or takes actions to make the necessary updates to up-level the design or experience of our docs site.	Works to create and refine team processes to ensure everyone can be as productive as possible and build cohesion within the team. Creates and updates process docs without being asked.
	Communication	Communicates internally and externally in a respectful manner. Prepares for meetings by reviewing materials asynchronously, where appropriate.	Listens to the priorities and concerns of others and acknowledges differing perspectives. Anticipates others' reactions. Actively participates in meetings and creates cross-team collaboration where necessary to address business goals.	Demonstrates openness to others' ideas. Adapts their communication style to most effectively communicate with the target audience. Effectively and accurately shares credit for ideas and collaborative efforts. Adjusts well to shifting priorities when necessary.	Makes space for quieter voices while balancing contributions within meetings and in async communications, and anticipates the needs of those around them.	Celebrates team contributions, advocates for the team and org across the company.	Anticipates issues or implications that their ideas may have on others and pursues mutually beneficial strategies.
	Team, org, and company impact	Seeks learning opportunities from others in the team and across the organization.	Seeks learning opportunities from and peer mentorship opportunities with others on the team and across the organization. Identifies areas of interest for growth over time.	Helps support the work of their peers both on the team and in the community at large through engaging in activities like pairing sessions, reviewing, and providing mentoring.	Helps to raise the profile of the team across the organization by modeling excellent communication practices, sharing work through opportunities like internal demos, and/or representing the team in cross-functional initiatives.	Keeps up with industry best practices and shares resources and training opportunities with the rest of the team. Contributes to team-building intiatives.	Considers team morale one of their initiatives- actively strives to support others, make sure their voices are heard, and illuminate others' work. Seeks opportunities to share their expertise beyond our company - through writing, conference proposals, local meetups, etc.
	User feedback (internal and external)	Responds to notifications and requests, including user feedback, in a timely manner.	Reflects carefully on incoming user feedback and takes the appropriate steps to resolve, file an issue for, or note as "won't fix".	Gathers internal and external impressions of products and services and integrates this feedback into decision making.	Adds clarity to team priorities and planning based on user feedback context over time.	Seeks ways to improve user feedback mechanisms or examine docs data for patterns.	Connects user feedback and docs-driven data to larger company initiatives to provide insights both within the team and within the larger org or company.