**[A blue and white sign

AI-generated content may be incorrect.](https://www.smartsheet.com/try-it?trp=12344&utm_source=template-word&utm_medium=content&utm_campaign=Example+General+Employee+Development+Plan-word-12344&lpa=Example+General+Employee+Development+Plan+word+12344)General Employee Development   
Plan Template Example**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Employee | Alexandra Mattson | | | | | | | | | |
| Job Title | Marketing Coordinator | | | | | | | | | |
| Department | Marketing and Communications | | | | | | | | | |
| Manager / Supervisor | Aviv Perez | | | | | | | | | |
| Date | MM/DD/YY | | | | | | | | | |
|  |  |  |  | |  |  |  |  |  |  | |  |  |  |
| Development Support and Resources | | | | | | | | | | |
| **Category** | | | | **Description** | | | | | | |
| Available Company Resources | | | | Internal training library, LinkedIn Learning subscription, team collaboration tools | | | | | | |
| Technology and Tools Needed | | | | Adobe Creative Suite, Google Analytics, project management software | | | | | | |
| Manager/Team Support | | | | Monthly check-ins, mentorship from senior marketers, cross-functional project involvement | | | | | | |
| Time Allocation | | | | Three hours per week for skill development and training | | | | | | |
| Potential Roadblocks | | | | Limited hands-on experience with analytics, balancing workload with training time | | | | | | |
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| Development Goals (SMART) | | |
| **SMART** | **Goal** | **Timeframe** |
| Specific | Improve proficiency in digital marketing analytics and SEO strategies | Six months |
| Measurable | Complete two online certifications and implement an SEO strategy for a company blog post | By Q3 20XX |
| Achievable | Leverage company-provided learning platforms and mentorship | Ongoing |
| Relevant | Enhance marketing effectiveness, align with department initiatives | Immediate impact |
| Time-Bound | Apply new skills in a marketing campaign by Q4 20XX | End of year |

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| Skills and Competency Development | |
| **Category** | **Description** |
| Current Strengths | Strong copywriting, campaign planning, collaboration |
| Areas for Improvement | Data analysis, SEO implementation, leadership skills |
| Training and Learning Resources | Google Analytics Academy, SEO Bootcamp, industry conferences |
| Mentorship and Coaching Plan | Biweekly mentorship meetings with Senior Digital Strategist |

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| Action Plan | | | |
| **Development Activity** | **Target Date** | **Owner** | **Status** |
| Google Analytics Certification | MM/DD/YY | Employee | In Progress |
| SEO Workshop | MM/DD/YY | Employee | Not Started |
| Lead on Social Media Campaign | MM/DD/YY | Employee | Not Started |
| Performance Review | MM/DD/YY | Manager | Scheduled |
| Next Review | MM/DD/YY | Manager | Pending |
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|  | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
| Training |  |  |  | **X** | **X** | **X** |  | **X** |  |  |  |  |
| Project |  |  |  |  |  |  |  |  | **X** | **X** |  |  |
| Mentorship |  | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Performance Review |  |  |  |  |  |  |  |  |  |  |  | **X** |

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| Success Metrics and Evaluation | | | | | | | |
| **Metric** | **Description** | | **Measurement** | | | | |
| Key Performance Indicators (KPIs) | Website traffic from organic search, campaign engagement rates | | Monthly analytics reports | | | | |
| Performance Review Schedule | Quarterly check-ins, year-end formal review | | Manager feedback | | | | |
| Feedback Collection Methods | Peer reviews, self-assessment, mentor evaluations | | Surveys and discussions | | | | |
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| Career Advancement | | | | | | | |
| **Category** | **Description** | **Action Steps** | | | **Target Date** | |
| Growth Opportunities | Transition into Digital Marketing Specialist role | Gain hands-on analytics experience | | | MM/DD/YY | |
| Required Skills and Competencies | Advanced SEO, paid advertising, data-driven decision making | Complete training and run paid ad campaigns | | | MM/DD/YY | |
| Professional Development | Attend marketing summit, complete Google Ads certification | Register for a summit, pass certification | | | MM/DD/YY | |
| Support and Resources Needed | Access to paid advertising budget for testing | Proposal to manager for funding | | | MM/DD/YY | |
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| Review and Acknowledgement | | | | | | | |
| Reviewed By | | | | Employee | | | |
| Title | | | | Marketing Coordinator | | | |
| Name | | | | Alexandra Mattson | | | |
| Date | | | | MM/DD/YY | | | |
| Reviewed By | | | | Manager / Supervisor | | | |
| Title | | | | General Manager | | | |
| Name | | | | Aviv Perez | | | |
| Date | | | | MM/DD/YY | | | |

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