**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 |
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| 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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