

General Employee Development Plan Template

Example

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

Development Goals (SMART)

SMART	Goal	Timeframe
S pecific	Improve proficiency in digital marketing analytics and SEO strategies	Six months
M easurable	Complete two online certifications and implement an SEO strategy for a company blog post	By Q3 20XX
A chievable	Leverage company-provided learning platforms and mentorship	Ongoing
R elevant	Enhance marketing effectiveness, align with department initiatives	Immediate impact
T ime-Bound	Apply new skills in a marketing campaign by Q4 20XX	End of year

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

Action Plan

[illegible]

[illegible]

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

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

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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