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| Performance Appraisal Template |
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| **Employee Name:** |  | **Employee Role:** |  | **Department:** |
| John Doe |  | Marketing Specialist |  | Marketing |
|  |  |  |  |  |
| **Review Period (From – To):** |  | **Total Rating Score:** |  | **Average Rating Score:** |
| Jan. 1, 2024 – Dec. 31, 2024 |  | **31** |  | **3.88** |
|  |  |  |  |  |
| *Note: Ratings range from 1 (Unsatisfactory), 2 (Needs Improvement), 3 (Meets Expectations),* *4 (Exceeds Expectations), to 5 (Outstanding)* |
| **Performance Criteria** | **1** | **2** | **3** | **4** | **5** | **Remarks** |
| Job Knowledge |  |  |  | 4 |  | Strong grasp of role. |
| Quality of Work |  |  |  | 4 |  | Consistently high-quality output. |
| Productivity |  |  | 3 |  |  | Meets expected output. |
| Communication |  |  |  | 4 |  | Clear and professional. |
| Teamwork |  |  |  |  | 5 | Excellent team contributor. |
| Problem-Solving |  |  | 3 |  |  | Handles routine issues well. |
| Dependability |  |  |  | 4 |  | Reliable and consistent. |
| Initiative |  |  |  | 4 |  | Proactive and engaged. |
| Total: |  |  | 6 | 20 | 5 |  |
|  |  |  |  |  |  |  |
| **Goals Achieved:** |
| Successfully led the Q2 product launch campaign. |
| Improved email marketing open rates by 15%. |
| Completed advanced training in digital analytics. |
| **Areas for Improvement:**  |
| Time management during peak campaign periods. |
| Delegating tasks more effectively within the team. |
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| **Future Goals & Expectations:** |
| Lead a cross-functional campaign in Q3 2025. |
| Mentor a junior marketing associate. |
| Complete certification in content strategy. |
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| **Reviewer Comments:** |  | **Employee Comments:** |
| John has shown consistent growth and strong collaboration skills. With continued focus on time management, she is well-positioned for leadership opportunities. |  | I appreciate the feedback and look forward to taking on more strategic responsibilities in the coming year. |
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| Signature:  |  | Signature:  |
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