|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Performance Appraisal Template | | | | | | | | | | |
|  |  |  | | | | | | |  |  |
| **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. | | | | | | | | | | |
|  | | | | | | | | | | |
| **Future Goals & Expectations:** | | | | | | | | | | |
| Lead a cross-functional campaign in Q3 2025. | | | | | | | | | | |
| Mentor a junior marketing associate. | | | | | | | | | | |
| Complete certification in content strategy. | | | | | | | | | | |
|  | | | | | | | | | | |
| **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: | | | | |
|  | | | | | | | | | | |