**Promotion Evaluation Form**

**Employee Information**

|  |  |  |  |
| --- | --- | --- | --- |
| Employee Name | Sarah Johnson | | |
| Employee ID | EMP-1045 | Department | Marketing |
| Current Position | Marketing Executive | Proposed Position | Senior Marketing Executive |
| Date of Evaluation | 07-Oct-2025 | Evaluator Name | David Brown, Marketing Manager |

**Section 1: Performance Evaluation**

| **Criteria** | **Description** | **Rating (1–5)** |
| --- | --- | --- |
| **Job Knowledge** | Understanding of duties, company policies, and procedures. | 4 |
| **Work Quality** | Accuracy, thoroughness, and attention to detail. | 5 |
| **Communication Skills** | Clarity, effectiveness, and teamwork in communication. | 4 |
| **Leadership Ability** | Capacity to guide, motivate, and mentor team members. | 5 |
| **Reliability** | Consistency, dependability, and punctuality. | 4 |
| **Initiative** | Proactive approach and problem-solving ability. | 5 |
| **Teamwork** | Ability to collaborate effectively with peers and subordinates. | 4 |
| **Adaptability** | Openness to change and new challenges. | 5 |

**Section 2: Achievements and Contributions**

| **Description** | **Details (Sample Entry)** |
| --- | --- |
| Major Projects Completed | Led the “Brand Revamp 2025” campaign, increasing brand reach by 40%. |
| Awards / Recognition | Received “Employee of the Quarter” – Q2 2025. |
| Contributions | Developed a new client engagement strategy that improved retention by 15%. |

**Section 3: Training and Development**

| **Training / Certification** | **Completion Date** | **Relevance to New Role** |
| --- | --- | --- |
| Advanced Marketing Analytics | Mar 2025 | Highly Relevant |
| Leadership & Management Workshop | Jul 2024 | Relevant |

**Section 4: Promotion Recommendation**

| **Recommendation** | **Checkbox** |
| --- | --- |
| Strongly Recommended | ☑ |
| Recommended | ☐ |
| Recommended with Conditions | ☐ |
| Not Recommended | ☐ |

**Evaluator’s Comments:**

Sarah consistently exceeds performance expectations and demonstrates strong leadership potential. She is well-suited for the Senior Marketing Executive role.

**Evaluator Signature:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
**Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Section 5: HR / Management Approval**

| **Authorized By** | **Designation** | **Approval Status** | **Signature** | **Date** |
| --- | --- | --- | --- | --- |
| James Wilson | HR Director | Approved | \_\_\_\_\_\_\_\_\_\_ | 07-Oct-2025 |