**Promotion Justification Form**

|  |  |  |  |
| --- | --- | --- | --- |
| **Organization Name:** |  | | |
| **Department:** |  | **Date:** |  |

**Section 1: Employee Information**

|  |  |  |  |
| --- | --- | --- | --- |
| Employee Name | John A. Smith | | |
| Employee ID | EMP-0147 | Current Job Title | Marketing Executive |
| Proposed Job Title | Senior Marketing Executive | Date of Hire | 01-Jan-2021 |
| Current Salary | $4,500 | Proposed Salary | $5,800 |
| Supervisor Name | Emily Roberts |  |  |

**Section 2: Promotion Details**

| **Criteria** | **Description** |
| --- | --- |
| Reason for Promotion | Consistent performance above expectations and leadership in managing key client campaigns. |
| Effective Date | 01-Nov-2025 |
| Type of Promotion | □ Merit-based □ Position Upgrade □ Organizational Restructure □ Other: \_\_\_\_\_\_\_\_\_\_\_ |
| Performance Rating (Last 3 Evaluations) | 4.8 / 5, 4.7 / 5, 4.9 / 5 |
| Time in Current Role | 3 years 10 months |

**Section 3: Justification Summary**

**Supervisor Comments:**

John has successfully led three major marketing campaigns, resulting in a 35% increase in brand visibility and a 20% rise in client acquisition. He has demonstrated leadership, creativity, and initiative beyond his current role.

**Employee Strengths:**

* Strong leadership and team coordination skills
* Proven client management record
* Excellent problem-solving and communication abilities
* Consistent high performance

**Expected Contributions in New Role:**

* Lead the digital marketing division
* Mentor new team members
* Oversee strategy execution and performance reviews

**Section 4: Financial Impact Analysis**

| **Item** | **Current** | **Proposed** | **Difference** | **Formula** |
| --- | --- | --- | --- | --- |
| Monthly Salary | $4,500 | $5,800 |  |  |
| Annual Salary | $54,000 | $69,600 |  |  |
| Total Annual Increase |  |  |  |  |

**Section 5: Approvals**

| **Role** | **Name** | **Signature** | **Date** | **Remarks** |
| --- | --- | --- | --- | --- |
| Immediate Supervisor | Emily Roberts | \_\_\_\_\_\_\_\_\_\_ | \_\_\_\_\_\_\_\_\_\_ | Recommended |
| Department Head | Daniel Green | \_\_\_\_\_\_\_\_\_\_ | \_\_\_\_\_\_\_\_\_\_ | Approved |
| HR Manager | Olivia White | \_\_\_\_\_\_\_\_\_\_ | \_\_\_\_\_\_\_\_\_\_ | Salary Verified |
| CEO / Director | Michael Carter | \_\_\_\_\_\_\_\_\_\_ | \_\_\_\_\_\_\_\_\_\_ | Final Approval |

**Section 6: HR Use Only**

|  |  |  |  |
| --- | --- | --- | --- |
| Employee File Updated | □ Yes □ No | Payroll Updated | □ Yes □ No |
| Promotion Letter Issued | □ Yes □ No | Effective From |  |
| Processed By |  | | |