

COMPANY LOGO

Professional Development Plan (PDP) | Customisable Template Pack for Marketing Roles

COMPANY LOGO

How to Use This Template:

1. **Objectives:** Define clear, achievable objectives aligned with the role, business strategy, and individual goals.
2. **KPIs/Key Metrics:** Set specific, measurable targets to assess performance against each objective.
3. **Development Actions:** Outline actionable steps for personal and professional growth.
4. **Progress Tracking & Monthly Reviews:** Record progress monthly and adjust the PDP accordingly.

COMPANY LOGO

1. PDP Template for Marketing Manager

Employee Name: [Insert Name]	Job Title: Marketing Manager	Date: [Insert Date]
Manager: [Insert Manager's Name]	Department: Marketing	Review Period: Monthly

Objectives, KPIs, and Progress Tracking

Objective	Key Performance Indicators (KPIs)	Development Actions	Progress Updates (Month)
Develop successful marketing campaigns that achieve business goals.	Achieve X% growth in lead generation and improve campaign ROI by X%.	Attend advanced marketing strategy workshops.	Jan: Achieved 10% lead growth; ROI improved by 5%.
Strengthen cross-functional collaboration between marketing, sales, and product teams.	Hold X cross-departmental meetings per month and increase joint project success by X%.	Work with sales team on quarterly strategy reviews.	Feb: Increased cross-department collaboration by 20%.

COMPANY LOGO

Review and Reporting Section:

Review Date	Reviewed By	Next Steps/Actions
[Insert Date]	[Insert Name]	[Insert Action Plan for Next Period]

Timeline:

[Insert Between Month to Month | Year]

<i>Notes or additional comments</i>
[Identify leadership mentors within or outside the company]

COMPANY LOGO

2. PDP Template for Digital Marketing Specialist

Employee Name: [Insert Name]	Job Title: Digital Marketing Specialist	Date: [Insert Date]
Manager: [Insert Manager's Name]	Department: Digital Marketing	Review Period: Monthly

Objectives, KPIs, and Progress Tracking

Objective	Key Performance Indicators (KPIs)	Development Actions	Progress Updates (Month)
Increase website traffic and customer engagement through digital channels.	Improve website traffic by X% in 6 months; increase click-through rates (CTR) by X%.	Complete Google Analytics certification and SEO training.	Jan: Traffic up by 5%, CTR increased by 8%.
Optimise PPC campaigns for better ROI.	Achieve CPA of £X or less; increase conversion rate by X%.	Attend paid media optimisation courses.	Feb: CPA reduced by 10%, conversion rate increased by 15%.

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COMPANY LOGO

3. PDP Template for Content Marketing Manager

Employee Name: [Insert Name]	Job Title: Content Marketing Manager	Date: [Insert Date]
Manager: [Insert Manager's Name]	Department: Content Marketing	Review Period: Monthly

Objectives, KPIs, and Progress Tracking

Objective	Key Performance Indicators (KPIs)	Development Actions	Progress Updates (Month)
Develop content strategies that increase brand visibility.	Increase organic traffic by X% in X months.	Collaborate with SEO team to optimise content for search.	Jan: Organic traffic up by 6%.
Produce high-quality content that drives lead generation.	Increase content-driven lead generation by X%.	Attend copywriting masterclasses.	Feb: Lead generation increased by 12%.

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COMPANY LOGO

4. PDP Template for Social Media Manager

Employee Name: [Insert Name]	Job Title: Social Media Manager	Date: [Insert Date]
Manager: [Insert Manager's Name]	Department: Social Media	Review Period: Monthly

Objectives, KPIs, and Progress Tracking

Objective	Key Performance Indicators (KPIs)	Development Actions	Progress Updates (Month)
Increase social media following and engagement.	Grow followers by X% in 6 months; improve engagement rate by X%.	Attend advanced social media strategy training.	Jan: Followers up by 8%, engagement rate increased by 10%.
Implement creative campaigns aligned with the marketing strategy.	Deliver X social media campaigns with X% success rate.	Work with the design team to create new visual content.	Feb: Delivered two successful campaigns.

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Timeline:

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COMPANY LOGO

5. PDP Template for Community Manager

Employee Name: [Insert Name]	Job Title: Community Manager	Date: [Insert Date]
Manager: [Insert Manager's Name]	Department: Community Engagement	Review Period: Monthly

Objectives, KPIs, and Progress Tracking

Objective	Key Performance Indicators (KPIs)	Development Actions	Progress Updates (Month)
Foster positive engagement in the online community.	Increase active community members by X%.	Complete a community management training course.	Jan: Active members increased by 10%.
Increase customer satisfaction through engagement.	Improve satisfaction score to X% or higher.	Conduct regular surveys for feedback.	Feb: Satisfaction score reached 85%.

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Timeline:

[Insert Between Month to Month | Year]

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COMPANY LOGO

6. PDP Template for Digital Marketing Executive

Employee Name: [Insert Name]	Job Title: Digital Marketing Executive	Date: [Insert Date]
Manager: [Insert Manager's Name]	Department: Digital Marketing	Review Period: Monthly

Objectives, KPIs, and Progress Tracking

Objective	Key Performance Indicators (KPIs)	Development Actions	Progress Updates (Month)
Assist in the execution of digital marketing strategies.	Contribute to a X% increase in leads via digital campaigns.	Shadow senior team members during campaign reviews.	Jan: Supported lead growth by 5%.
Improve email marketing open rates.	Increase open rate by X%; click-through rate by X%.	Complete email marketing course.	Feb: Open rate improved by 8%.

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COMPANY LOGO

7. PDP Template for Events Manager

Employee Name: [Insert Name]	Job Title: Events Manager	Date: [Insert Date]
Manager: [Insert Manager's Name]	Department: Events	Review Period: Monthly

Objectives, KPIs, and Progress Tracking

Objective	Key Performance Indicators (KPIs)	Development Actions	Progress Updates (Month)
Deliver successful events that meet business objectives.	Achieve X% increase in event attendance and satisfaction.	Attend an event management masterclass.	Jan: Attendance increased by 10%.
Stay within event budget while maximising impact.	Reduce event costs by X% while maintaining quality	Complete a cost-control training course.	Feb: Budget compliance improved by 15%.

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COMPANY LOGO

8. PDP Template for Head of Marketing

Employee Name: [Insert Name]	Job Title: Head of Marketing	Date: [Insert Date]
Manager: [Insert Manager's Name]	Department: Marketing Leadership	Review Period: Monthly

Objectives, KPIs, and Progress Tracking

Objective	Key Performance Indicators (KPIs)	Development Actions	Progress Updates (Month)
Lead and develop the company's marketing strategy.	Achieve X% growth in marketing-driven revenue.	Attend executive marketing leadership conferences.	Jan: Marketing revenue up by 12%.
Grow and mentor the marketing team to meet business goals.	Improve team performance scores by X%.	Conduct mentorship and leadership training sessions.	Feb: Team satisfaction improved by 10%.

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COMPANY LOGO

9. PDP Template for Senior Marketing Manager

Employee Name: [Insert Name]	Job Title: Senior Marketing Manager	Date: [Insert Date]
Manager: [Insert Manager's Name]	Department: Marketing	Review Period: Monthly

Objectives, KPIs, and Progress Tracking

Objective	Key Performance Indicators (KPIs)	Development Actions	Progress Updates (Month)
Oversee the successful execution of integrated marketing campaigns.	Achieve X% increase in campaign performance and ROI.	Attend integrated marketing campaign workshops.	Jan: Campaign performance improved by 15%.
Manage and develop marketing team members to drive success.	Increase direct report performance metrics by X%.	Conduct regular coaching sessions with team members.	Feb: Direct report performance improved by 12%.

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COMPANY LOGO

10. PDP Template for Head of Performance Marketing

Employee Name: [Insert Name]	Job Title: Head of Performance Marketing	Date: [Insert Date]
Manager: [Insert Manager's Name]	Department: Performance Marketing	Review Period: Monthly

Objectives, KPIs, and Progress Tracking

Objective	Key Performance Indicators (KPIs)	Development Actions	Progress Updates (Month)
Lead performance marketing efforts to drive revenue growth.	Achieve X% increase in revenue from paid channels.	Attend advanced performance marketing training.	Jan: Paid channels revenue increased by 10%.
Optimise paid media to reduce cost per acquisition (CPA).	Reduce CPA by X% over X months.	Implement new bidding strategies and conduct A/B testing.	Feb: CPA reduced by 8%.

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COMPANY LOGO

11. PDP Template for Head of Brand

Employee Name: [Insert Name]	Job Title: Head of Brand	Date: [Insert Date]
Manager: [Insert Manager's Name]	Department: Brand	Review Period: Monthly

Objectives, KPIs, and Progress Tracking

Objective	Key Performance Indicators (KPIs)	Development Actions	Progress Updates (Month)
Build and maintain a strong, cohesive brand strategy.	Increase brand awareness by X% in X months.	Attend brand strategy leadership training.	Jan: Brand awareness improved by 8%.
Ensure consistency of brand messaging across all channels.	Achieve X% improvement in brand consistency (measured via customer feedback and audits).	Conduct quarterly brand audits.	Feb: Brand consistency improved by 10%.

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