**Employee Name:** Enter Employee’s Full Name

**Job Title:** Enter Employee’s Job Title

**Date of Performance Review:** Enter Date of Performance Review Completion

**Definitions**

**Outstanding:** Performance is distinguished and far exceeds requirements of the job.

**Exceeds Expectations:** Performance is exceptional and usually exceeds job requirements.

**Meets Expectations:** Meets all job requirements.

**Needs Improvement:** Performance is below the standards and requirements of the job.

**Not Effective:** Performance is well below requirements of the job and is unacceptable.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Outstanding** | **Exceeds Expectations** | **Meets Expectations** | **Needs Improvement** | **Not Effective** |
| Plans, develops, and implements POC’s marketing strategies and communications related to programs, special events, and donor cultivation, including social media, print and digital content, and email marketing |[ ] [ ] [ ] [ ] [ ]
| Comments: | Enter Comments Here |
| Works closely with POC staff to design and implement communications strategies  |[ ] [ ] [ ] [ ] [ ]
| Comments: | Enter Comments Here |
| Assists staff with fundraising appeals and events |[ ] [ ] [ ] [ ] [ ]
| Comments: | Enter Comments Here |
| Creates graphic design and copy content for organization’s communications and marketing, including website, social media, email outreach, and fundraising events |[ ] [ ] [ ] [ ] [ ]
| Comments: | Enter Comments Here |
| Ensures consistent look, style, and feel for communications |[ ] [ ] [ ] [ ] [ ]
| Comments: | Enter Comments Here |
| Creates and maintains marketing and promotional materials, both print and electronic |[ ] [ ] [ ] [ ] [ ]
| Comments: | Enter Comments Here |
| Designs and launches email marketing fundraising campaigns |[ ] [ ] [ ] [ ] [ ]
| Comments: | Enter Comments Here |
| Maintains website design and operation |[ ] [ ] [ ] [ ] [ ]
| Comments: | Enter Comments Here |
| Coordinates event logistics from the planning and preparation phase through to completion |[ ] [ ] [ ] [ ] [ ]
| Comments: | Enter Comments Here |
| Attends Board of Directors Marketing Committee meetings |[ ] [ ] [ ] [ ] [ ]
| Comments: | Enter Comments Here |
| Takes photographs at events that can be used for future marketing materials |[ ] [ ] [ ] [ ] [ ]
| Comments: | Enter Comments Here |