

Progress Evaluation - External Marketing Coordinator

Evaluation Area	Description	Score (1-5)
1. Event Management	Planning, directing, and coordinating external events effectively.	
2. Team Communication	Communicating event calendars and game plans to involved team members.	
3. Event Coordination	Coordinating marketing events from start to finish with attention to detail.	
4. Market Research	Researching demand for products and services to inform marketing strategies.	
5. Campaign Development	Developing and managing effective community outreach campaigns.	
6. Community Awareness	Building company awareness within the community through various channels.	
7. Graphic Design	Creating effective graphics and designs for internal, external, and digital marketing efforts.	
8. Office Communication	Designing patient communications for office closings, holidays, and general information.	
9. Form Development	Creating and formatting functional forms for office use.	
10. ROI Tracking	Measuring and optimizing return on investment for various external events.	
Total Score:	/50	

Comments and Development Plan:

Evaluator: _____ Date: _____

Employee: _____ Date: _____