|  |  |  |
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| **My career path plan**  | **Goal­­­­­** | Digital Marketing Manager - executive |

Map out what you need to do or achieve at each stage of your journey. Your outcome at the 5-year mark may only get you part way to your final goal e.g., if you want to reach a senior management level. You may only need 1 – 2 years to reach your goal, therefore adjust your plan accordingly.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | **Early stage** | **Mid stage** | **Last stage** |
| **Rating** | **Skill/Objective** | **Year 1 Action** | **Year 2 Action** | **Year 3 Action** | **Year 4 Action** | **Year 5 Outcome** |
| **50%** | **Improve Excel proficiency** | Learn key excel functions – string, date, time, logical, math functions | Learn key excel functions – statistical, lookup, information functions | Mid-level degree of proficiency in using Excel as a tool |  |  |
| **25%** | **Increase Google Analytics capability** | Research appropriate course – begin study | Continue with study – start implementing in current role |  |  |  |
| **50%** | **Increase social media marketing competencies across digital platforms** | Research social media digital platforms: networks, media sharing, content curation | Write simple strategy for social and create implementation & management plan. |  |  |  |
| **25%** | **Grow brand development & management knowledge** |  |  |  |  |  |
| **75%** | **Improve story telling in written content** |  |  |  |  |  |
| **25%** | **Build on knowledge of SEO and SEM marketing** |  |  |  |  |  |
| **0%** | **Obtain knowledge on programmatic advertising.** |  |  |  |  |  |
|  |  | **Marketing coordinator -general** | **Marketing coordinator -general** | **Marketing manager - digital** | **Marketing manager – digital (plan next stages to reach Executive level)** | **Marketing manager – digital (** |