



Pre-Hire Performance Plan - Admin Assistant – Marketing Department

The following performance plan has been prepared to describe the key outcomes to be produced in the first 90 days on the job.

Context:

The marketing team has not had anyone in an admin support role for over 3 months. The last incumbent was unable to meet most stakeholders' expectations so there is some concern that admin support for marketing will deliver the value or contribution needed to justify the role.

The incumbent will work directly with a new Marketing VP (hired in March) who has been assigned the mission to improve overall marketing performance, better integrate marketing with sales, and to position the "marketing department" to play a more impactful role in the company.

In addition to supporting marketing, this role will become part of the company's administrative support team that currently has 4 key members that support key functions in the company – Sales, HR, Operations, and the Executive team. This team meets monthly.

This plan attempts to address all key concerns with the goal being to significantly upgrade the level of administrative support available to the marketing team and to ensure that support is aligned with all stakeholder expectations.

KEY PERFORMANCE EXPECTATIONS

- **By End of First Week employee will have....**
 - Learned base protocols for accessing key communication platforms and technologies and information storage protocols.
 - Had at least one meeting with the VP of marketing to get and clarify expectations for results and obtain the VP's insights on the how to's to achieve those objectives. The intent is for the VP and this role to work in close partnership on projects key to improving the effectiveness of all marketing efforts so by end of first week employee will know the key marketing projects currently in play and clarified the expectations for how the role will contribute to these projects.
 - Met with and profiled the work requirements of the 3 key recipients of employee's admin support.
 - Had personal conversations with each member of the admin staff supporting all key areas of the company to get a full picture of what marketing relevant information will be needed by the admin team in preparation for all meetings where marketing participates.

- **By End of First 30 Days** - employee will have learned the VPs and team's expectations for support and have the necessary levels of knowledge and proficiencies with regular work and communication processes. All stakeholders will feel comfortable assigning work to employees with the confidence that it will be executed to their expectations.
 - Will be meeting weekly with the VP of Marketing.... completing all assigned work on a timely basis plus supporting the key marketing projects at the level expected. Measured by informal feedback obtained from VP of Marketing
 - Will be meeting as needed with the 3 key recipients of admin support...completing all assigned work in accordance with the stakeholder's expectations. Measured by informal feedback obtained from members of marketing team.
 - Will have attended at least one admin support meeting to get a sense of topics discussed at these meetings.

- **By End of of First 60 Days** - employee will be receiving daily, weekly, and monthly work assignments from the VP of Marketing plus the 3 stakeholders on the marketing team.
 - All reoccurring work is being executed without supervision.
 - Ad hoc assignments will be completed on a timely basis and in accordance with stakeholder expectations.
 - VP will receive the assistance needed to prepare for biweekly exec team meetings. Preparation to include the assembly of key marketing metrics and project status updates.
 - Key admin support projects will have been addressed and either significantly progressed or completed....
 - The preparation, delivery, and follow-up requirements of a weekly work schedule of marketing deliverables.
 - Support for individual stakeholder calendaring requirements
 - A "project board" noting all marketing projects will be made visible to members of the team and regularly updated with progress status and to dos.
 - A highly visible dashboard that will display key marketing outcomes.

- **By End of First 90 days** - the successful employee will...
 - Be playing a key role on the marketing team, organizing the work and work schedules of the marketing team to meet or exceed organizational commitments.
 - Be counted on to offer ideas or suggestions for how to improve internal or external workflows to improve both the execution and visibility of marketing initiatives.
 - Be working in close partnership with the VP of marketing, providing administrative support for all marketing projects under the VP's direction.
 - Be an active participant in weekly project status meetings...taking notes and following up with external stakeholders as needed to ensure efficiency of these meetings.
 - Have created a personal performance plan for the next six months, identifying key improvement objectives they want to implement by when.