

STANDARD OPERATING PROCEDURES

1. General office
 - Check mail daily
 - Send outgoing mail daily
 - Check email twice daily – prioritise
 - Review and prioritise and respond to phone calls and messages
 - Monitor Social Media and respond if appropriate
 - Maintain tasks list
 - Filing
 - Check kitchen and stationery weekly
2. Accounts Payable/Receivable
 - Process invoices for payment weekly
 - Ensure banking is up to date per the rate of influx i.e every 2nd day if enough cheques incoming or banking reconciled per EFT remittance advise, if not weekly etc
 - Liaise with Bookkeeper fortnightly
3. Projects
 - Monitor progress daily
4. Ad hoc
 - Review and priotise urgency in relation to current work load
 - Outsource where appropriate
5. Social Media
 - Review 'on demand' aspect and prioritise
 - Review projected postings and uploads/downloads etc
 - Project postings and uploads/downloads for the next week
 - Record footage or audio weekly to fortnightly
6. Lead Management
 - Prepare call/follow up list
 - Consider script
 - Allocate time block per tasks list for initial and follow up calls
 - Maintain CRM with outcomes ie. Meet potential client, send proposals/samples
 - Get contracts/agreements etc signed
7. Networking
 - Attend events per task list/calendar
 - Research and book potential events
 - Ensure enough paraphernalia ie. Business cards, brochures etc.
8. Staffing/Suppliers (staff may include VA, bookkeeper etc)
 - Liaise with staff Monday morning to ensure weeks focus is united
 - Liaise with suppliers where necessary/empower staff to do so
9. Review tools
 - SOPs, Style Guide, Spreadsheets and other support documents must be maintained regularly
 - Ensure all documents are reviewed monthly
 - SOPs need to be review monthly in particular as the business grows
 - Ensure Social Media all reflect current status of the business
 - Newsletters; fortnightly, monthly or quarterly