

PURPOSE: To transition over, and bring the Director of Operations up-to-speed, when a GM departs unexpectedly.

RESPONSIBILITY: It is the responsibility of the marketing team to cover all checklist items with the director of operations and ensure they're briefed on all store initiatives directly after GM departure.

CHECKLIST:

Revoke Access to Digital Marketing Tools

- Lauren to handle. This includes, but is not limited to, SM management platform, Facebook Business, Instagram (change password) & Yelp Business login.
- Director to coordinate the cancellation/transfer of GM's email address (which also revokes access to Drive documents, Dropbox, etc.)

Remove presence as 'GM' on store profiles

- Lauren to handle. This includes store website (headshot & bio), Facebook 'About', Yelp (if applicable).

Social Media

- It is the responsibility of the AGM to take over social media management in the interim between GM's. Director to alert BRF SMM of the departure as soon as possible. BRF SMM will connect with the AGM directly for on-boarding.

Online Reviews

- Director to ensure someone is handling platforms (Google+, Yelp, Trip Advisor) in the interim.

Creative in Process

- Alyson to go over any projects currently on the design list and in the queue.

Marketing Campaigns in Process

- Lauren to fill in director on any outreach, special events or marketing campaigns currently going on, or planned.

Menu Printing & Wordpress Updates

- Ensure someone is submitting weekly print orders to Alyson, and handling online menu updates in the interim.