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RESPONSIBILITY: It is the responsibility of the director of operations to cover all checklist items with each new general manager hired and ensure they're completed shortly after hire or promotion.

CHECKLIST:

Bio & Headshot for Website

- Get the Bio Q&A form on Drive, fill it out and send to Callie Sumlin. **Only applicable to GMs, Exec. Chefs, Bar Managers & Event Managers.*

Marketing Budgets

- Get familiar with your store's budget.

Marketing Plans

- Request access to your restaurant's marketing folder, '2020 [GROUP] Marketing Master Folder' on Drive. Connect with Lauren Hoogewind to walk thru upcoming events & programming.

Social Media HID #040

- Meet with Shelby Geisen to walk thru process, expectations, and get set-up with admin access to Instagram & Facebook Business for engagement management.

Online Reviews

- Get logins/passwords for platforms (Google+, Yelp, Trip Advisor) and get access to management tool (Venga) from your manager/director.

Comp Key 101

- Review this document with Lauren for a run-down of all standing deals and how to comp them.

Merchandise & Swag HID #039

- Get access to '[store name] Merch Guide' & 'BRF APPROVED VENDOR GUIDE' files on Drive.

Creative Request HID #024

- Review CR process and become familiar with the online form your directors use.

Menu Change HID #028

- Review process. Ensure you have access to your store's Dropbox account.

Wordpress 101

- Ensure you have login/password to make edits.

InDesign 101 #039

WHO DO I CONTACT? MARKETING EDITION

LAUREN HOOGEWIND

-
- Advertising
- Ideating / Brainstorming
- Marketing Plans / Strategy
- Merch & Swag
- Marketing & Community Events
(In-House & Off-Site)

CALLIE SUMLIN

-
- Press Inquiries
- General Marketing

SHELBEY GEISEN

-
- Social Media
- Collateral (Posters, CP, etc.)
- Printing Needs
- InDesign
- Website Updates

STEPHANIE RODRIGUEZ

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- Wanna riff about creative ideas or needs