



OFFICE STAFF DREAM TASK LIST - PT1

EMAIL MANAGEMENT

- Management of studio email address
Being able to go respond to enquiries directly
- Deleting SPAM
- Adding all contacts to your chosen software system
- Managing the studio master diary
I suggest you set up Google Calendar for this
- Travel arrangements (business and personal)

ORGANISATION & ADMINISTRATION

- Answering and looking after the studio phone
- Organisation of Dropbox folders and files
- Creating databases through research
- Creating and managing documents in word and xcel
- Creating PDF documents
- Transcription of audio and video files
- Creating reports, forms, templates etc
- Online research
- Publishing blog posts (latest news)
including adding images, tags and keywords to the website
- Publishing newsletters via Mailchimp and/or Send Pepper
- Moderating blog comments
- Creating and sending invoices through system (Basic book keeping)
- Following up unpaid invoices with clients (Follow process)
- Personal errands for studio owners
- Managing contacts in software program
- Creating new lists in software system and tagging appropriately as well as adding to correct sequence
- Create new messages and sequences in software system

- Create and schedule emails to go out to specific lists and contacts
- Sending out emails for student birthdays and keeping student birthday documents up to date
- Keep 10 influencers contacts and latest content up to date
- Managing and tracking monthly financial results through spreadsheets and software system
- Call students (retention calls)
- Order stationary and studio equipment
- Track class attendance
- Compile the weekly report
- Send out exit surveys
- Register for competitions
- Order uniforms and merchandise
- Order items for the shop (food and drinks)

PROJECT & EVENTS MANAGEMENT

- Monitoring potential students moving through the online sales funnel and following up with these people to schedule complimentary lesson
- Researching and booking venues for events (concert, studio days) and organising logistics
- Creating event materials (basic graphic design)
- Monitoring event attendee numbers and scheduling emails
- Set reminder for large projects including promotion dates, going live dates etc
- Costume management for performance and during the concert season.



OFFICE STAFF DREAM TASK LIST - PT2

SOCIAL MEDIA

- Posting and scheduling Facebook page status updates weekly. Finding content which studio owner then approves
- Creating promotions and offer on Facebook
- Collating Facebook insights monthly and providing a report
- Scheduling tweets through Hootsuite (in conjunction with Facebook)
- Managing Twitter account to increase followers
- Track mentions and hashtags weekly
- Create and manage LinkedIn Account
- Creating images (branded quotes) and post to Instagram
- Manage Instagram account
- Manage YouTube Account by uploading videos weekly
- Moderate YouTube comments
- Answer questions and inquiries from users across all social media accounts. Ask Studio Owner if you need assistance.
- Identify online groups to share content (across social media, blogs, online communities)

WEBSITE

- Keyword research
- Designing landing pages through lead pages
- Support and develop wordpress website pages
- Website maintenance
- Creating backlinks
- Basic SEO work

OTHER

- Basic photoshop editing skills (resizing, change file format etc)
- Removing background noise from audio and video
- Create and monitor Facebook Adverts
- Create and monitor Google Adwords accounts
- Finding other online platforms or websites to host content (newsletters, videos, blogs, be a guest blogger podcasts etc)
- Managing partner relationships
- Looking for new partner relationships
- Google Analytics monthly report