

# Standard Operations Plan Template

## Marketing Department

### 1. Purpose

*Describe the goal and scope of the Marketing Department's standard operations plan.*

### 2. Team Structure & Roles

| Role                            | Responsibilities                        | Name/Contact        |
|---------------------------------|---|---------------------|
| <i>e.g., Marketing Manager</i>  | <i>e.g., Oversee marketing strategy</i> | <i>[Name/Email]</i> |
| <i>e.g., Content Specialist</i> | <i>e.g., Manage blog, social media</i>  | <i>[Name/Email]</i> |

### 3. Daily Operations

- e.g., Team check-in meetings*
- e.g., Content publishing schedule*
- e.g., Social media monitoring*

### 4. Weekly/Monthly Operations

- e.g., Analytics reporting*
- e.g., Campaign reviews*
- e.g., Team performance reviews*

### 5. Project Planning & Campaigns

- Campaign ideation*
- Brief development & approval*
- Asset creation & scheduling*
- Execution & monitoring*
- Analysis & reporting*

### 6. Communication Guidelines

- Internal team communications*
- Inter-departmental updates*
- External communication protocols*

### 7. Tools & Platforms

| Tool/Platform                 | Purpose                       |
|-------------------------------|-------------------------------|
| <i>e.g., Google Analytics</i> | <i>Web traffic monitoring</i> |
| <i>e.g., Trello</i>           | <i>Project management</i>     |

### 8. Reporting & KPIs

*Outline key performance indicators and reporting frequency.*

- e.g., Leads generated*
- e.g., Conversion rates*
- e.g., Engagement metrics*

## 9. Review & Update Process

*Describe schedule and responsibility for reviewing and updating this plan.*