Marketing Department Process Flowchart

Inputs	Process	Outputs
Receive an email from Matthew Ruddle our external marketing director to create content plans for the upcoming month	**Senior Team:** Marketing advisor or Managing Director or Office Manager & Sophie Treeby – *sending instructions*	Recording a daily content plan for all social media platforms and websites for the upcoming month.
Receive emails from The Office Business Development Manager. For example, a window poster.	**Marketing Department** - *creating content/request*	Publication of content to social media platforms and websites
	Senior Team - *approval (from the individual requesting the work)*	Recording further information and events about the company on the website and social media platforms.
Receive emails from the Managing Director asking for any promotional adverts. For example, a bus stop poster or leaflet.	**Marketing Department** - *Publication/Posting*	Report the findings of reviews and audits of content to improve operations and content that is published.
Receive emails from Sophie Treeby, asking for a report on the work the marketing department have done this month for the briefing document.	**Marketing Department** - *Reviewing Success/engagement/stats*	Review and analyse what further content/tools is needed to increase engagement.
	Marketing Department - *Record findings and present them to the Managing Director*	