

**MASTER PLAN COMMUNICATIONS, INC.**  
**ASHTON MAXFIELD'S 2024 JOB DESCRIPTION**

**Title: Founder and President**

**Responsibilities:**

**MPC Leadership:**

- Oversee daily operations.
- Set the company's vision.
- Develop and implement an annual business plan for the agency.
- Oversee finance, HR, operations, sales and marketing.
- Business Administration – In 2024, 25% of the president's time will be spent on business administration. This includes the following monthly and weekly deadlines:
  - Client billing to be approved by the 5<sup>th</sup> and 15<sup>th</sup> with any completed projects to go out as done. A final monthly billing review to be done on the last week of the month to ensure all work has been invoiced.
  - While the account director's management keeps all staff and account work in the teamwork app, MPC's president will review each of the staff and account monthly billable/admin hours to-date weekly.
  - Creating monthly and quarterly agency workload forecasts

**Sales / Marketing:**

- Business Development – In 2024, 50% of the managing director's time should be spent pursuing new business opportunities.
- Lead all MPC marketing, including:
  - Developing a 2024 marketing plan
  - The agency's events, advertising, tradeshow, public relations and social media
- Implement and work a system of business development in order to increase new business and reach the agency's revenue goal.

**Client Work:**

- Account Work – In 2024, 25% of Ashton's time will be spent on billable account work.

Conducts personal activities in accordance with the professional standards of PRSA.

Signature Agreeing to 2024 MPC Job Description:

  
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