

MASTER PLAN COMMUNICATIONS, INC.
ASHTON MAXFIELD'S 2025 JOB DESCRIPTION

Title: Founder and President

Role: Visionary and Integrator

Responsibilities:

Time Allocation:

- 50% Business Development
- 20% Team Development
- 20% Running the Agency/Business Admin
- 10% Client Work

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 2025, 20% of the president's time will be spent on business administration. This includes the following monthly and weekly deadlines:
 - Accounting: Review AMEX statement during the first week of each month
 - Hourly Client Reporting: Review staff's hours each Monday afternoon.
 - Billing: Client billing to be approved by the 5th and 15th 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.
 - Review MPC completed financial reports monthly.
 - Review MPC budget vs actuals prior to the start of each month.

Business Development /Sales / Marketing:

- Business Development – In 2025, 50% of the managing director's time should be spent pursuing new business opportunities.
- Lead all MPC marketing, including:
 - Developing a 2025 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 2025, 10% of Ashton's time will be spent on billable account work.

- Lead the ThirtyTwo account and oversee the Newman accounts
- Review all client plans and reports quarterly and provide input to account director

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