**TEMPLATE – ON THE JOB TRAINING PLAN**

**Digital Marketeer**

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| **Employee Name:** |  |
| **Start Date:** |  |
| **Day 1 Induction**  | **Training Completed**  |
| 1. Welcome from Line Manager
2. Team introductions
3. Meet buddy!
4. Show around, where things are…facilities, bathrooms, break area etc.
5. About the business – history, products, services…
6. How the role fits in the business structure/ hierarchy
7. Performance expectations – probationary period
8. Customer services standards
9. Dress code / uniform standards
10. Health and safety (incl. any role specific statutory training required)
11. Use of mobile phones, company emails
12. Explain opportunities for development.
13. Update on, hours, breaks, holidays, when they will get paid.
14. Share contract of employment/written statement of particulars
15. Provide pension information.
16. Other information, relevant policies, procedures i.e., discipline, grievance, absence, customer complaints, bullying and harassment.
 | *Employee*  | *Employer*  |
| Signature:Date:  | Signature:Date:  |
| **Notes** *Comments, further training required, areas for improvement...* |
| **Job Specific – On the Job Training**  | *Employee*  | *Employer*  |
| 1. Deeper knowledge about the business – get to know, who is who, management, key stakeholders, business goals, opportunities, challenges, future plans etc.
2. Product knowledge – experience the actual product e.g., beer tasting, attend events etc.
3. Training to develop knowledge of consumers/brand awareness – what has worked, what hasn’t, trends, calendar of events.
4. Awareness of acceptable language, tone, sensitivities
5. Knowledge of competitors
6. Social media passwords, response times, escalation procedures, freedom to post/approval required.
7. Lead generation – autonomy/approval required?
8. Awareness of local amenities – public transport, bank machine etc.
9. Local and regional tourism knowledge
 | Signature:Date:  | Signature:Date:  |
| **Notes** *Comments, further training required, areas for improvement...* |
| **Shadow Buddy** | *Employee*  | *Employer*  |
| 1. Outline duration of job shadowing
2. Identify key aspect of the role that will be learnt through job shadowing and detail below…

[*detail duties that will be covered*] | Signature:Date:  | Signature:Date:  |
| **Notes** *Comments, further training required, areas for improvement...* |
| **Job Rotation**  | *Employee*  | *Employer*  |
| 1. Outline duration of job rotation
2. Identify key aspect of the role that will be learnt through job rotation and detail below…

[*detail duties that will be covered*] | Signature:Date:  | Signature:Date:  |
| **Notes** *Comments, further training required, areas for improvement...* |
| **Further Opportunities for Development – Demonstration / Delegation**  | *Employee*  | *Employer*  |
| 1. Identify opportunities to learn and develop further within their role or within the wider business through demonstration and/or delegation - detail below…

[*detail duties that will be covered*] | Signature:Date:  | Signature:Date:  |
| **Notes** *Comments, further training required, areas for improvement...* |
| **Refresher Training**  | *Employee*  | *Employer*  |
| 1. Identify training that needs refreshed again, every month, quarter, annually or every so many years, e.g., statutory training such as health and safety.

[*detail duties that will be covered*] | Signature:Date:  | Signature:Date:  |
| **Notes** *Comments, further training required, areas for improvement...* |