



# MOONAH MARKETING

## PERFORMANCE MANAGEMENT POLICY

Last Updated: 25 March 2025

### 1. Purpose

The purpose of this policy is to establish a fair, transparent, and consistent framework for managing the performance of Moonah Marketing's Virtual Assistants (VAs). This policy is designed to promote individual growth, recognise achievements, address any performance concerns, and ensure alignment with Moonah Marketing's goals and values.

### 2. Performance Expectations

Moonah Marketing expects its VAs to meet defined performance standards that align with their specific roles and contribute effectively to the organisation's success.

#### • Quality of Work:

- All deliverables must demonstrate accuracy, attention to detail, and alignment with client and organisational expectations.
- Adherence to deadlines is critical, with advance notice required for unavoidable delays.

#### • Key Performance Indicators (KPIs):

- KPIs specific to each role must be established, measurable, and reviewed regularly. Examples include hours worked, task completion rates and client satisfaction scores.
- Regular tracking of KPIs will form the basis of performance evaluations.

### 3. Feedback and Review Process

To support ongoing professional development and maintain high performance, Moonah Marketing implements the following feedback and review practices:

#### 1. Regular Feedback:

- Provide ongoing, constructive feedback, recognising positive contributions and addressing areas needing improvement.
- Feedback should be clear, actionable, and aimed at enhancing professional skills.

#### 2. Formal Performance Reviews:

- Conduct performance reviews annually.
- Reviews will include evaluation of KPIs, assessment of quality of work, and alignment with expectations.
- These discussions will also serve as opportunities for VAs to share their perspectives, challenges, and career goals.

#### 3. Data-Informed Evaluations:

- Performance reviews will consider client feedback, project evaluations, team input, and self-assessments.

#### 4. Recognition and Rewards:

- Moonah acknowledges exceptional performance through verbal recognition, written commendations, or performance-based incentives.
- Moonah celebrates milestones and contributions consistently across the team.

End.