

InZync

Job Outcomes Map (JOM)

This job outcomes map is designed to enhance job and performance clarity and support better self-management.

Job:	Virtual Assistant – Part Time		Area:	Marketing/Scheduling
Name:				
Reports to	CEO	Directly connects with	Online community.	
JOM last updated:	05-08-2025	Approved by:	AGJ	

Expected job outcomes.

- LinkedIn network 100% updated daily and with the target monthly growth.
- Instagram 100% updated daily and with the target growth in followers per month.
- Zero scheduling issues or conflicts.
- Zero issues on travel logistics.
- Reliable and timely travel expense reports.
- At least one proposal for improving marketing per month.

Essential job tasks based on expected outcomes.

Daily LinkedIn tasks
LinkedIn <ul style="list-style-type: none">• Update LinkedIn every morning. Congratulations, responses, and likes.• React to notifications from 1st level contacts.• Advice immediately about must-act messages or notifications.• Send at least 3 LinkedIn contact requests.• Post scheduled posts in each of the three LinkedIn pages.
Daily scheduling tasks
<ul style="list-style-type: none">• Coordinate and schedule meeting requests as per instructions and existing schedule.• Send out reminders.
Travel coordination tasks (as needed)
<ul style="list-style-type: none">• Coordinate travel dates with clients.• Look for and select the flights with the best cost, place efficiency.• Look for and select the best hotel accommodations considering location and cost.• Present Alberto with the options before confirming.• Confirm reservations once the options have been approved.• Send travel expense report within 24 hours of receiving travel expenses from Alberto.

Job KPIs (Key Performance Indicators)

- Number of issues or omissions on LinkedIn updates according to program.
- % of actual V. expected monthly growth of LinkedIn network.
- % of compliance with posting schedule for the week.
- Number of scheduling conflicts or omissions for the week.
- Number of issues on travel logistics.
- Travel budget efficiency.
- Number of suggestions for improvement for the month.