



# HOW TO DELEGATE

## *Front Desk Duties*



### Introduction:

It's that time of year again...time for a new season! Each year you start the new season with goals and aspirations in mind - ways to improve your studio and hopefully ways to help you, the studio owner, get back some of your free time. This masterclass will focus on exactly that! Improve your studio's efficacy and get yourself some more free time by learning how to delegate those mundane front desk duties. Yes, sometimes it's easier to take care of things yourself. But, if you take the time, hire the right person for the job to serve as your front desk person – whether that be a DOFI (Director of First Impressions, Office Manager, Enrollment Coordinator, etc. – it will save you time and headache later in the season when things really get busy! Throughout this workbook, we go through the tasks and duties that are great to start delegating. With the right people in the right roles, you will see a big transformation!

### Goals:

By the end of this masterclass, you will:

1. Have a clear idea of what responsibilities a front desk person should have
2. Understand what job positions you need in place to effectively delegate front desk duties
3. Know how to set up systems and protocols that ensure accountability for the various positions

### Top 3 Benefits:

1. You will alleviate yourself of working “in” the business so you now have more time to work “on” the business.
2. You will set up simple systems so your studio can continue to operate without you having to be there 24/7.
3. You will, in return, have more support - someone who can help you keep your business organized, clear, and forward-focused, so you can focus on CEO tasks.

### Things to Consider Before Implementation:

How to know you're ready to hire a front desk person?

1. Do you find yourself getting bogged down with tedious tasks like answering emails and following up with leads and customers?
2. Do you feel like leads are falling through the cracks of your enrollment system?
3. Do you find it is getting harder to connect with all of your students and their families?
4. Do you feel overwhelmed the majority of the time?

If you answered 'yes' to the questions above, then you're ready to hire a DOFI (Director of First Impressions)! This is an exciting time - you're finally going to be able to let go of those mandatory routine tasks that are crucial to your studio's success and invite someone else to the administration side of your business.

Here are a few more things to consider before you start your DOFI hiring process:

1. Does your budget allow for you to hire new staff member/s?
2. Do you have current staff members who are willing and able to take on more responsibility?
3. Do you have an outline or description of who would be a good fit for your front desk?

## Interview Questions

Once you've made the decision to move forward with hiring the perfect DOFI for your studio, use these interview questions as a guideline for making the best selection. [Click here for a sample of DOFI Interview Questions.](#) As mentioned earlier, you may want to tailor these questions to fit your studio and brand.

[For more support with hiring, click here to access the hiring funnel.](#)

## What Are Front Desk (or DOFI [Director of First Impressions]) Duties?

A DOFI can have different roles and responsibilities across various studios; however, the core purpose of the role is the same: to be a strong ambassador of the studio and the liaison between the customers and the team.

Having a team member help you manage the front desk will be a game-changer. This person will be the face students and families see as they come and go. In addition, much of the studio business is done here, as your DOFI will have important conversations with leads and current customers.

Delegating this role properly is key to the success of many systems in your business!

[Click here for an example of a DOFI job description.](#) Feel free to take inspiration and customize as you see fit.

Inner Circle Systems that can be delegated to your DOFI:

1. [11-Step Enrollment System](#)
2. [6-Week Onboarding System](#)
3. [Student Re-Enrollment & Engagement Process](#)
4. [Sales Systems](#)
5. [Studio Rentals](#)

## Common DOFI Tasks:

In addition to delegating key Inner Circle Systems, there are other important responsibilities your DOFI can take on. Earlier on in your entrepreneurial journey, you may have someone who tackles several of these categories; however, as your business grows each of these categories has the potential to be a full position. These responsibilities are not only crucial to the success of the business, but also tasks that can be delegated. [Click here for a full list of duties that can be executed by your Office Staff Dream Team.](#)

Enrollment:

- Manages registration and enrollment
- Coordinates with marketing for updates on registrations during enrollment periods

- Keeps analytic record of new enrollments and churn

#### Tuition:

- Posts and collects tuition
- Communicates with any delinquent accounts

#### Marketing:

- Social media and mass email creation, scheduling, execution of classes, events, updates
- Creates & send the newsletter
- Manages the website

#### Operations:

- First impressions expectations
- Learning students' names & families
- Takes record of all inquiries and phone calls
- Compile and schedule both progress reports and placement emails for every student
- Assists in planning recital or showcase logistics
- Assists with front-of-house responsibilities for all shows
- Creates (or assists w/ creation of) the class schedule and calendar for each year
- Cleans office/studio spaces
- Holds regular office hours and [summer office hours](#)
- Keeps schedule and facilitates [outside renter events](#)
- Studio & lobby housekeeping
- Locking/unlocking doors
- Studio cleanliness
- Lobby cleanliness
- Bathroom facility maintenance
- Lost & found
- Studio sound system and troubleshooting

#### Costumes:

- Manages and records costume measurements
- Prices and order costumes
- Manages incoming shipments and organizes costume by class & name
- Distributes costumes

#### Key priorities of the DOFI:

- Learn all dancers' names and which parents they belong to
- Prioritize in person communication over phone or other admin work
- Make every person who walks through the door feel welcome and loved
- Sending birthday cards/emails each month
- Sending home Student of the Month signs and keeping up with that program

- Completing designated steps of the 11-step enrollment process
- Handling last minute substitute teachers or combining classes

### Responsibilities of the DOFI include:

- Stewardship - Every employee's #1 responsibility is stewardship to the studio.
- To conduct yourself so that supervisors and coworkers can depend on your work.
- To maintain a safe environment at all times for all concerned.
- To build fierce loyalty among current students and to drive new students to the studio.
- To be flexible in your schedule and willing to help coworkers.
- To learn continuously and move steadily and consistently toward "expert status" in your job duties.
- To help your supervisors and peers fulfill their responsibilities and to conduct yourself in a manner that makes their jobs enjoyable and rewarding.
- Provide HR with all relevant documents in a timely manner
- Be able to navigate our software system with confidence
- CC pertinent staff on information emails
- Make sure front desk is stocked with all informational flyers pertaining to that time of year
- Daily interactions with customers and answering questions
- Giving tours of the facility
- Registering new students
- Answering phones
- Music system troubleshooting
- Keeping lobby tidy & professional
- Daily studio checks (for supplies and Lost and Found) and closing duties

### How this Role May Evolve

As your business grows, you may find that your DOFI may not be able to manage all these systems. This is a good problem to have, as it usually means you have experienced growth in your business! As your team grows, you may want to re-delegate responsibilities to different roles. Here are some examples:

Other positions include:

- [Studio Director or Studio Manager](#)
  - This position is ideal as the second-in-command to the owner. The Studio Director or Studio Manager is the face of the studio, builds relationships with all clients, and is a major contributor to clients' positive experience with the studio. This position reports directly to the owner and is 3 parts business leader, operations manager, and community-builder!
- [Enrollment Coordinator](#)
  - This position requires a high-energy, friendly people-person that is not afraid of talking on the phone and meeting new people. The enrollment coordinator will work with the studio owner to ensure that current and new students alike are feeling welcomed as

well as aware of all the studio has to offer. This position needs to be very familiar with the classes offered, as well as ages and skill-set requirements for each class.

- You might even consider breaking this down even further. If you have a large Preschool program, consider a **Preschool Program Coordinator**. Or maybe you have a large Ballet Conservatory program within your studio – consider a **Ballet Conservatory Coordinator**. These positions will specifically work inside their respective programs to keep families and students engaged in class offerings and opportunities.
- [Marketing or Social Media Manager](#)
  - This position requires someone who understands social media and is excited about marketing. The marketing / social media coordinator will work with the studio owner to launch new social media and marketing campaigns and paid advertising that will help grow the studio and reach its ideal clients.

## Training

Now that you've got a full understanding of who you need in place to start delegating, let's dive into proper training for this position. Don't underestimate the importance of this step. If you are diligent during training, you'll save yourself time later during the busy season.

A few things to remember during training (unless specifically discussed during the interview process):

1. Don't overwhelm your new DOFI hire by covering all training in one day.
2. Don't assume your new DOFI hire is familiar with your studio software and systems.
3. Treat your new hire training like you would teach a beginner dance class. You have most likely been taking care of your DOFI's tasks for quite some time; they've become very routine for you. Remember to be clear and break things down, just like you would in teaching a beginner level dance class. (AKA - You've probably been doing pliés correctly for years, but you need to teach it slowly to your brand-new student).

Allow your new DOFI hire to experience and process each of these categories at a time. **Effective delegation means you will take more time upfront to properly train so that systems and protocols are in place for a smooth transition for both you and your new staff member.** For a full masterclass on new hires and team onboarding, [check out this masterclass!](#)

## Nightly/Weekly/Monthly Checklist

To make sure that your studio is running smoothly, implement checklists to help keep your staff accountable and to keep you in the loop about when tasks are being done. We have three templates for you. Either use our pre-filled checklists or download the blank version and fill in with your own checklist items!

[Daily/Nightly Checklist](#)

[Weekly Checklist](#)

[Monthly Checklist](#)

## Guidelines to Answering Emails/Phone Calls

You want to make sure that your business is being presented in the way you intended. Customer service teams have the power to turn complainers into brand advocates and help customers fall in love with your business. There are 5 important components to customer service:

1. Friendliness: the most basic and associated with courtesy and politeness
2. Empathy: the customer needs to know that the service provider appreciates their wants and circumstances
3. Fairness: the customer wants to feel they receive adequate attention and reasonable answers
4. Control: the customer wants to feel his/her wants and input has influence on the outcome
5. Information: customers want to know about your products and services but in a pertinent and time-sensitive manner

Since you have delegated front desk duties to your DOFI, that means you're most likely not answering emails or phone calls on a daily basis. You still want to trust your studio's best foot is forward in these instances.

Having a script for your DOFI to follow in phone call conversations will help them have an idea of what types of things you, the studio owner, want to be presented. The same thing goes for emails. Having a template of information for various FAQ's can be helpful for your DOFI.

Figure out what your studio's frequently asked questions are. Your DOFI or Customer Service team should have several pieces of information on hand:

- Class schedule & age/skill requirements
- Tuition breakdown
- Important studio dates
- References to purchase dance shoes/dancewear (if not sold in-house)

[Here are example script templates](#) you can customize based on your business's needs.

[Click here for more detailed information on successful customer service systems.](#)

## Evaluations

Just like you hold evaluations for your teachers, evaluate your DOFI and any other administrative positions you've created. It's important that you and your staff are always taking necessary steps to improve and work more efficiently to create the best studio environment for the students, families, and staff.

Evaluations are most effective if done twice a year. The first evaluation should be held halfway through the season, most likely during December or January. The second evaluation should be done at the end of the season. We all know the end of the season is extremely busy, but if there are changes that need

to be made to the staff roster or to their duties within, end-of-season is the opportune time to focus on those.

[Click here to use this evaluation template for your DOFI and other administrative positions.](#)

## IC Member Wins



**Rebecca Tew Curns**  
Mine does EVERYTHING lol she's amazing

She does all of the parent contact (unless it's an issue for me which is rare) sends out invoices, collects tuition, emails out rehearsal schedules, checks costuming lists and helps put them together, takes out garbage, re stocks tp, takes attendance, helps the smooth the transition between little kids classes

She's amazing 🍌



**Jennifer Lynn Erickson**

My business manager is amazing! She handles all the client accounts so she is the go to person for every charge/payment that goes in the computer. She emails, text messages, and communicates with all the clients. She answers the phone, returns calls (unless specific to a teacher), she helps clean and organize things around the studio to keep it neat and efficient. So many things! Depending on where you live and their experience you could pay them \$12 to \$18 per hour.



**Erika Holmes**  
Group expert · August 1 at 4:51 PM · 🌐

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<https://www.facebook.com/groups/DSOAIC/permalink/3527495404153320/?mibextid=W9rl1R>

The enrollment coordinator has been mentioned a lot over the past week so I wanted to bring it back up a bit. 😊

I've had my EC for 2 years now and am cleaning up her job description and adding a time tracking element this season. I want to know exactly how much time this is taking them and we're getting all the templates in one place. This is the season where they will be owning the position!

Here's what I did to train:

- I met with them weekly to teach them the "voice" and branding of my studio.
- I put several templates in a shared note that they use to communicate with leads when they're not in conversation mode as they nurture the lead.
- They managed the 11 step enrollment spreadsheet with weekly check-ins from me.
- They managed the "Welcome Folder" and it's contents.

Instead of my heavy management of her on this, in this next phase she will have her KPIs, reporting list, and our weekly meeting to keep this process monitored.

👍❤️ Cortney King and 16 others

8 comments

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