

MARKETING TEAM CHARACTER BRIEFS



Team Leader: You

Role: Team Leader

Responsibility: spearhead the planning, managing, and executing projects related to marketing campaigns

Functions:

1. Identify each activity that needs to be completed within a campaign, and then strategically delegate those tasks to the appropriate team members
2. Develop a measuring system for determining the success of each marketing program
3. Create the budget for marketing campaign
4. Create and manage a content calendar to ensure each activity is completed in a timely manner
5. Create project timelines, and ensure everyone keeps to their timeline

Team Supervisor: Volunteer with marketing expertise

Role: Management

Responsibility: involved in product development and distribution, overseeing and endorsing marketing strategies, creating sales copy, and managing social media activity

Function: review, approve, and suggest necessary revisions to all marketing materials developed by the rest of the Marketing Team Members aforementioned

Source: Internal

Team Member #1: Volunteer

Role: Graphic Designer

Responsibility: spearhead the creation of a logo or other visual assets on print media

Function: tasked with presenting their design concepts to create pamphlets for advertisements

Source: Internal

Team Member #2: Volunteer

Role: Marketing Specialist

Responsibility: coordinate all online media contacts and ensure that the company consistently gets digital coverage.

Function: design and update websites and online applications using various programming languages and design tools

Source: Internal

Team Member #3: Volunteer

Role: Copywriter

Responsibility: clearly communicate how their design concept accomplishes the goal they have been tasked with accomplishing

Function: use a variety of design techniques, tools, and technology to create logos, illustrations, graphics and other visual assets

Source: Internal

Team Member #4: Volunteer

Role: External Consultant

Responsibility: maintain editorial control of all marketing and public relations collateral released in both print and digital format

Function: work closely with other team members to ensure that campaigns are staying on track and being received well by the public

Source: External