



Project manager

Manages overall development of the project.

Could this role be combined with another in the team?



Admin support

Supports the project manager and other members of the team



your idea for a role?



Social media strategist

Plans how social media becomes part of the project comms and engagement strategy.



Community manager

Manages and facilitates the online community, blog or other tools the project is using.



Tech developer

Sets up, develops and/or connects the various tools being used.

Is this role required by the tools chosen? If so, who provides?



Tech mentor

Provides technical support and encouragement to the team and anyone else using the tools

Is this role required by the tools chosen? Would they work one-to-one or through training workshops?



Social reporter (s)

One or more people who scan online activity for stories, uses blogging, Twitter and video at events, helps other do the same.

Is this role required by the approach adopted? If so, who provides?



Key contributors

People who can be relied on to write blog posts, comment, use Twitter, post photos around key topics

Who are these likely to be?