



### **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?*