

## SMUS Website Team Roles and Responsibilities

Web Team Mandate: Keep website dynamic and current by publishing new content to the SMUS website on a regular basis; ensure current content is valid; maintain site; implement new functionality when needed, keep site Informative, Intuitive, Interactive.

Role	Who Fills It	Responsible For	Accountable To			
Web Team	Director of Marketing and	<ul> <li>Setting the strategic requirements, including priorities for the SMUS website</li> </ul>	Head of school			
Sponsor	Communications: Laura	Finalizing the monthly editorial calendar				
	Authier	<ul> <li>Approving funding and resources for the Web Team</li> </ul>				
Web Team	All school community	Providing input to the Web Team for content ideas	Head of school,			
Stakeholders	members	<ul> <li>Providing feedback to the Web Team on the web site and how it's received by audience</li> </ul>	management team member, or			
			department head			
Web Team	Website Manager: Kent		Website Sponsor			
Manager	Leahy-Trill	<ul> <li>Executing on the overall strategic requirements of the Web Team Sponsor</li> <li>Conversion the web team at the and of the month to plan the adjusted calendar</li> </ul>				
Manager		<ul> <li>Convening the web team at the end of the month to plan the editorial calendar</li> </ul>				
		<ul> <li>Communicating sponsor requirements to the Web Team</li> </ul>				
		<ul> <li>Assigns project managers for larger projects (i.e., take longer than a week and involve more than three people)</li> </ul>				
		Drafting the monthly editorial calendar				
		Executing on the editorial calendar by assigning tasks with deadlines				
		<ul> <li>Following up and communicating status</li> </ul>				
		<ul> <li>Getting the necessary sign-offs and approvals at each stage of content development and publishing</li> </ul>				
		<ul> <li>Notifying stakeholders that new content is on the web</li> </ul>				
		<ul> <li>Requesting funding and resources for the Web Team</li> </ul>				
		<ul> <li>Providing direction and operating guidelines for the Web Team</li> </ul>				
		<ul> <li>Initiating projects for new functionality or design elements</li> </ul>				
Project Manager	Kent Leahy-Trill, Erin	<ul> <li>Creating project plans and schedules and assigning tasks</li> </ul>	Web Team			
	Anderson or Laura Authier	<ul> <li>Following up on schedule and tasks and communicating status</li> </ul>	Manager			
		<ul> <li>Getting the necessary sign-offs and approvals at each stage of content</li> </ul>	-			
		development and publishing				
		<ul> <li>Notifying stakeholders that new content is on the web</li> </ul>				





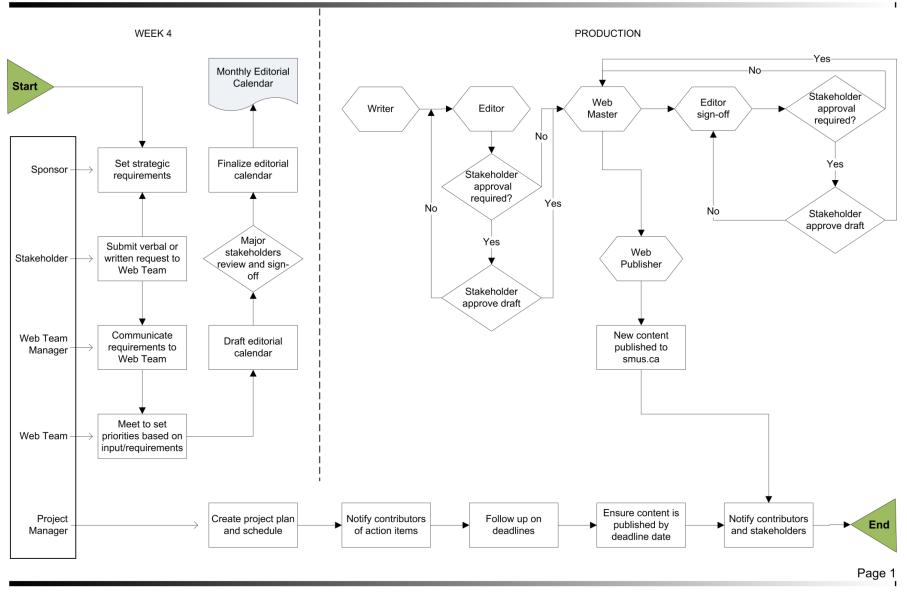
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Role	Who Fills It	Responsible For	Accountable To	
Web Writer	Erin Anderson or Laura Authier	<ul> <li>Researching and writing editorial calendar assignments (collaborating with stakeholders if applicable) and submitting them to the Web Editor on deadline</li> </ul>	Web Team Manager or Project	
µ		<ul> <li>This role should always be represented at editorial calendar meetings</li> </ul>	Manager	
Web Editor	Kent Leahy-Trill, Erin Anderson or Laura Authier (whoever writes should not also edit)	<ul> <li>Editing written submissions</li> </ul>	Web Team	
		Ensuring content and design is consistent with the overall SMUS brand	Manager or Project	
		Passing edited content to the Web Master on deadline	Manager	
		This role should always be represented at editorial calendar meetings		
Web Master	Kent Leahy-Trill or Erin Anderson	Creating web pages based on the content and specifications of the Web Writer	Web Team	
		Editing existing html web pages to include new content	Manager	
		<ul> <li>Once the sign-off cycle is complete, notifying Web Publisher that new pages are ready for publishing</li> </ul>		
		This role should always be represented at editorial calendar meetings		
Web Publisher	Kent Leahy-Trill	<ul> <li>Running pages through a checklist to ensure they are correct and complete then setting to Published.</li> </ul>	Web Team Manager	
		This role should always be represented at editorial calendar meetings		



## SMUS Website Team Roles and Responsibilities

## **SMUS Website Content Workflow**



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