CAMPAIGN MANAGEMENT TEAM - STAND UP WORKSHEET

The campaign management team (CMT) reports to a member of the oversight team and is responsible for leading the overall campaign strategy, direct execution of the campaign operations, and day-to-day activities. When establishing a campaign management team, consider the following:

Guiding Principles:
- Develop guiding principles crucial to creating a high-performance team.
  - These values and principles are used to drive decision-making for the campaign, and in consequence shape the culture of the team.
  - Culture drives team performance.

Strategy and Approach:
- Create a campaign strategy and develop the CMT approach to executing it.
  - Include the organizational structure, CMT leadership, risk management, assigned functions, levels of CMT authority, cost, staffing models, communication models and definition of roles, responsibilities, and key stakeholder groups.

Resources:
- Include federal and/or contractor staff who have expertise in the following capabilities (see Example Oversight Team and Campaign Management Team Structure):
  - Marketing and communication, including health communication, strategic and tactical communication, public relations, media planning, social media, creative production, and digital design (for landing page/website design).
  - Project management, including risk management, performance management, resource management, budget auditing, reporting, and knowledge sharing/transfer.
  - Research and analytics.

Diversity:
- Seek diversity among team members (e.g., demographic, geographic, and socioeconomic).
  - The campaign likely needs to reach diverse groups of communities. Internal knowledge of those communities on the team strengthens the effort.

Budget:
- Ensure access to adequate funding to execute the campaign.
  - A budget must include funding for media.

Reporting:
- Define the reporting structure.
  - Consider whether it is required to report regularly to senior officials and/or to other federal agency leaders (internally and externally).

Advisors:
- Include medical (healthcare) and public health advisors in the CMT to provide senior-level organizational perspective and direction to the response.
  - They serve as key liaisons with U.S. healthcare officials and state/local public health officials.
  - A health communication scientist is also critical to the response, particularly in directing the campaign.