

## 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.