

EXAMPLE OVERSIGHT TEAM AND CAMPAIGN MANAGEMENT TEAM (CMT) STRUCTURE WITH ROLES AND RESPONSIBILITIES

The tables below provide an example of an oversight team (first table) and CMT (second table) organizational structure with roles and responsibilities. Roles and teams may be combined depending on the campaign goals, budget, and staff skills.

OVERSIGHT TEAM ROLES, RESPONSIBILITIES, AND ATTRIBUTES

Role	Responsibility	Attributes
Oversight Team Lead/ Executive Sponsor	Senior federal official responsible for the success of the community activation campaign. Champion of the effort. Works with executive stakeholders to set or adjudicate priorities for the response.	Empowered to make decisions on funding, staffing, and strategic direction Ability to assemble and assess a multi-disciplinary team Strong communication and delegation ability Ability to build consensus and foster open communications
Federal Leaders	Federal leaders (within home agency) assigned to support the oversight team and the response effort.	Empowered to make decisions on staffing and strategic direction Ability to assemble and assess a multi-disciplinary team Strong communication and delegation ability
Federal Partners	Senior officials from other federal agencies, who are needed to advise and collaborate on the response.	Ability to make decisions on behalf of their agency Understanding of the specialized expertise and authorities the home agency is providing
Senior Medical Advisor(s)	Senior medical advisor(s) who provide senior-level organizational perspectives and direction to the response. Liaises with healthcare officials and potentially with research community stakeholders.	Clinical expertise with the subject of the PHE or a similar emergency Ability to translate science to a lay audience Relationships within the medical community
Public Health Advisor(s)	Senior public health official who provides senior-level organizational perspective and direction to the response. Liaises with state/local public health officials.	Ability to advise and oversee multi-functional activities related to the PHE Ability to establish and forge relationships with state/local public health officials

Role	Responsibility	Attributes
Program Coordinator	Federal staff or designee/contractor identified as the central communications contact between the oversight team and external supports to facilitate reviews, approvals, and meeting schedules. Coordinator responsibilities may also include campaign coordination with the CMT or its designee.	Ability to coordinate and collaborate with a multi-disciplinary team Strong communication and organizational skills

CAMPAIGN MANAGEMENT TEAM ROLES AND RESPONSIBILITIES

Role	Responsibilities
Campaign Management Team Lead(s)	The lead is accountable and responsible for the success of the campaign and the champion of the effort. This person works with executive stakeholders to set or adjudicate priorities for the campaign and reports to the oversight team. The lead and supporting lead(s) are responsible for project management of the CMT. They are also responsible for risk management, performance management, resource management, budget auditing, reporting and knowledge sharing/transfer.
Operations and Project Management and Staff	The staff is responsible for supporting the CMT Leadership with defining the tools and processes used within the CMT and with processes to manage risk, resources, budget auditing, reporting, and knowledge sharing/transfer.
Marketing and Communication Lead(s) and Staff	The lead(s) are responsible for creation and execution of the campaign communication strategy and action plan. They manage the team and oversee marketing, communication, creative assets, media/public relations, and social media.
Creative and Asset Development Lead(s) and Staff	The lead(s) are responsible for the creative strategy and execution of asset development. They manage the team and ensure development of content that aligns with the overall communication strategy.
Media Lead(s) and Team	The lead(s) are responsible for the creation and action plan for the media strategy. They oversee all media activities and develop counter messaging and pivots based on performance and data from the medical and scientific research team and social listening reports.
Community Engagement Lead(s) and Staff	The lead(s) are responsible for the creation and execution of the campaign community engagement strategy and action plan. They manage the team and oversee the community engagement process and performance.
Medical and Scientific Research Lead(s) and Staff	The lead(s) are responsible to be the subject matter experts in medical and scientific research, and for strategy development and execution as the emergency evolves and new scientific research becomes available. They guide the CMT and the oversight team to be up to date and ensure communication is scientifically accurate.
Data Analytics Lead(s) and Staff	This team is responsible for the development and execution of the data analytics strategy that includes the collection, storage, and analysis of data to build dashboards and reporting for the CMT. This may include predictive analytics, social listening, survey analytics, social media analytics, and project management performance.
Web Design Lead(s) and Staff	This team is responsible for the website communication hub design, strategy, development, and maintenance.