

GO Grammar

Team Member Roles

Team Leader: The Team Leader needs to make sure the train stays on the rails; a person who knows exactly how to keep the team motivated and focused in the right direction. This person will drive the overall strategy and has working knowledge of all team members' roles. They help create content, as well as use analysis to make decisions and empower their team to be successful. This person must not only roll up his or her sleeves to help out all the other team members; skillfully resolve tough decisions and challenges; but most of all, he or she needs to inspire the team to be the best it can be.

Marketing Coordinator: The Marketing Coordinator is responsible for designing and implementing the marketing plan. The role of Marketing Coordinator includes public relations responsibilities; developing contacts with various clients and media outlets; and understands how to translate the team's objectives into marketing strategies. This person brings media attention to newsworthy activities, writes and disseminates press releases or public service announcements, works closely with the Marketing Analyst and Social Media Specialist, and oversees the marketing plan for the entire campaign.

Marketing Analyst: A Marketing Analyst will need to research target demographics. He or she is responsible for providing information and insights regarding competitors and campaign effectiveness, as well as measure performance and support decisions. This person is a data junkie and is able to make sense of all those rows and columns of numbers and metrics. A good Marketing Analyst goes beyond the data and gives actionable insights to improve team strategies. They can tell what works and what doesn't – though they may not necessarily know why. This person should be knowledgeable about excel spreadsheets, data analysis, and math computations.

Social Media Specialist: Facebook? A second home. Twitter? 140 characters of fun. Tumblr? Master of the dashboard universe. Instagram? Every snack and shiny object. Snap Chat? Lost count a long time ago. The role of this person is to build online communities, manage the social media accounts, and understand the world of online etiquette. The Social Media Specialist effortlessly finds the right picture and tone for every tweet, wall post, image sharing, and blog comment.

Graphic Designer: Stuff has to look pretty. It has to have pizzazz. It needs to sparkle and shine. That's where the Graphic Designer comes in. This person creates, chooses, and organizes typography, images, and the so-called "white space" around them to communicate a message. Graphic design is a part of daily life. From gum wrappers, to billboards, to the t-shirt you're wearing - graphic design informs, persuades, organizes, stimulates, locates, identifies, attracts attention, and provides pleasure.

Content Manager: This person is the ground soldier of the team; the person in the trenches researching the grammar content that makes it all work. When this person sends a text, there are no abbreviations, missing capital letters, or lack of punctuation. A good Content Manager is essential to the success (or failure) of the entire campaign.