



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 Sponsor	Director of Marketing and Communications: Laura Authier	<ul style="list-style-type: none"> Setting the strategic requirements, including priorities for the SMUS website Finalizing the monthly editorial calendar Approving funding and resources for the Web Team 	Head of school
Web Team Stakeholders	All school community members	<ul style="list-style-type: none"> Providing input to the Web Team for content ideas Providing feedback to the Web Team on the web site and how it's received by audience Collaborating on content with the Web Writer 	Head of school, management team member, or department head
Web Team Manager	Website Manager: Kent Leahy-Trill	<ul style="list-style-type: none"> Executing on the overall strategic requirements of the Web Team Sponsor Convening the web team at the end of the month to plan the editorial calendar Communicating sponsor requirements to the Web Team Assigns project managers for larger projects (i.e., take longer than a week and involve more than three people) Drafting the monthly editorial calendar Executing on the editorial calendar by assigning tasks with deadlines Following up and communicating status Getting the necessary sign-offs and approvals at each stage of content development and publishing Notifying stakeholders that new content is on the web Requesting funding and resources for the Web Team Providing direction and operating guidelines for the Web Team Initiating projects for new functionality or design elements 	Website Sponsor
Project Manager	Kent Leahy-Trill, Erin Anderson or Laura Authier	<ul style="list-style-type: none"> Creating project plans and schedules and assigning tasks Following up on schedule and tasks and communicating status Getting the necessary sign-offs and approvals at each stage of content development and publishing Notifying stakeholders that new content is on the web 	Web Team Manager



Role	Who Fills It	Responsible For	Accountable To
Web Writer	Erin Anderson or Laura Authier	<ul style="list-style-type: none"> ▪ Researching and writing editorial calendar assignments (collaborating with stakeholders if applicable) and submitting them to the Web Editor on deadline ▪ This role should always be represented at editorial calendar meetings 	Web Team Manager or Project Manager
Web Editor	Kent Leahy-Trill, Erin Anderson or Laura Authier (whoever writes should not also edit)	<ul style="list-style-type: none"> ▪ Editing written submissions ▪ Ensuring content and design is consistent with the overall SMUS brand ▪ Passing edited content to the Web Master on deadline ▪ This role should always be represented at editorial calendar meetings 	Web Team Manager or Project Manager
Web Master	Kent Leahy-Trill or Erin Anderson	<ul style="list-style-type: none"> ▪ Creating web pages based on the content and specifications of the Web Writer ▪ Editing existing html web pages to include new content ▪ Once the sign-off cycle is complete, notifying Web Publisher that new pages are ready for publishing ▪ This role should always be represented at editorial calendar meetings 	Web Team Manager
Web Publisher	Kent Leahy-Trill	<ul style="list-style-type: none"> ▪ Running pages through a checklist to ensure they are correct and complete then setting to Published. ▪ This role should always be represented at editorial calendar meetings 	Web Team Manager



SMUS Website Content Workflow

