Project Manager

(role in addition to another role)

Responsibilities :

● Facilitate a daily meeting with the whole team to follow progress on the project

● Make sure everyone knows what to do and doesn't feel lost in their tasks

● Coordinate the different roles so that everyone has what they need to move forward

Ex: If the developer expects the designer to provide the guiding style to put the right

colors on the website, the project manager must ensure that this need is

communicated to the designer. If it is not the case, he must help to establish a good

communication between the developer and the designer.

Advices :

● The daily meeting doesn't need to be long, 15 min should be enough. The aim is for

each member of the group to state where they are, what they managed to do, if they

are facing difficulties and if they need help.

● Being a project manager requires being proactive. It's not about setting tasks for

people and expecting them to be magically done. It's about listening, making sure

that team members know what to do and are committed to their task. The project

manager must therefore reach out to others so as not to leave anyone in trouble,

because often people who are not doing their job actually just need help!

Digital marketer

Responsibilities :

● Build the brand image from group discussions

● Conduct the market research with potential users and extract benefits from the

findings

● Participate in the creation of the website structure

● Write convincing content for each page of the website (in collaboration with the SEO

consultant)

Advices :

● For market research, use the methodology used during the marketing mission. Invite

your non-marketing teammates to participate in the discussion phase (several points

of view are better than one!) and in the collection of testimonials - this will allow you

to gather more information, faster.

● The digital marketer works hand in hand with all the other roles: she writes the

content of the site with the SEO consultant (who will have done a keyword research)

and the developer, and works with the designer to make sure the visual identity of the

site fits the brand. It's a very cooperative role!

SEO Consultant

Responsibilities :

● Ensure that the technical SEO and user experience is of good quality

● Participate in the creation of the website structure

● Do a keyword research and ensure that each page targets a relevant keyword

● Work with the digital marketer on the production of content optimized for SEO

Advices :

● There are tools ( https://ahrefs.com/blog/free-keyword-research-tools/ ) that can help

you do the keyword research.

● The SEO consultant, like the digital marketer, must love to use words! Because some

things, such as the short description of meta tags, require both a good sense of

synthesis and a good ability to convince.

● The SEO consultant also needs to advise on the user experience and site

performance - which can be a difficult exercise if the developer and designer have

difficulty hearing the feedback. Be careful, therefore, to establish a positive and

caring communication!

Designer

Responsibilities :

● Create the brand’s visual identity, including a style guide for the other roles

● Design page structure and user experience

● Create visuals for the website consistent with the visual identity

Advices :

● The designer works very closely with the digital marketer, because it is necessary

that they share the same vision of the brand in order to establish a clear and

coherent communication.

● If you don't know how to use an image processing software, keep it simple. A simple

design that is consistent with the brand's visual identity will always be more valuable

than a design that goes all over the place. So before trying to make complex

illustrations, choose simple images that fit your theme and convey the right message.

● Canva (for the design) and websites such as pixabay.com (to find images) will be

helpful.

Developer

Responsibilities :

● Participate in the creation of the website structure

● Create the WordPress site and put it online

● Implement the page design proposed by the designer

● Work with the SEO consultant on technical SEO, link structure, etc.

Advices :

● Good communication with the designer is necessary for you to build the website

progressively. Don't wait until the designer has finished the structure of all the pages

of the site to start - do them one by one.

● If you opt for a minimalist website and barely tweak an existing theme, without using

plugins, developing the site won’t take long. In this case, don't hesitate to widen your

role by going out of your way to help your teammates, by rehearsing the pitch, by

showing the website to friends to get feedback and improve it... there is a lot to do on

a Hackathon, your role shouldn't limit you!