Department	Sales	
Title	**VP Sales**	**Account Manager**
Expectation	- Obtain future business - Set up Sales goals for the department - Qualify clients - Supports Account Management choices and decisions based on a project. - Reviews and has final approval on all proposals/change orders prior to submission to clients.	- Build The organization's brand & thought leadership - Share learning and best practices with clients - Monitor client satisfaction and anticipate new needs - Monitor account profitability - Remember client birthdays and special events (send appropriate gifts - Initiates MACI model - Function as the "C" consulted on projects - Create all proposals - Attend in-person meetings with client as desired/necessary - Understand high-level client budget - Research and understand the client's business - Have a strong grasp of marketing strategy - Plan and schedule initial internal and external meetings to establish project scope and internal resources needed - Determine project scope through thoughtful process - Discuss and price out of scope items with clients - Validate project schedule with Project Office - Communicate roles and responsibilities with the client - After proposal is signed by client – turn over to Project Management Office (PMO) at project kickoff - Create the project brief for handoff to PM - Introduce the PM to the client - Help project managers secure resources when necessary - Manage all Change Orders/Addendums - Discuss and price new items with clients

| Department	Project Management	
Title	**Project Director**	**Project Manager**

Expectation	• Maintain Master Plan / Calendar
	• Plot future forward production schedules
	• Supports Project Management choices and decisions based on project.
	• Take on Big Fish project management
	   o Receive project, review
	   o Obtain, organize, and deliver assets
	      ▪ IA and Content deck organization falls within a PM scope.
	      ▪ IA and Content desk creation goes through Digital Marketing as a sub-task and should be included within a proposal. If this work was not included within the proposal, forward to Account Management for scope change
	   o Manage time-table deliverables through Project Director and/or
	      ▪ Validate sub task are being done by department (Dev, Design, UX/UI, Digital Marketing
	      ▪ Manage deliverables and communication directly to client
	      ▪ Scope-creep to be referred back to Account Manager for resolution
		• Receive project, review
		• Obtain, organize, and deliver assets
		   o IA and Content deck organization falls within a PM scope.
		   o IA and Content desk creation goes through Digital Marketing as a sub-task and should be included within a proposal. If this work was not included within the proposal, forward to Account Management for scope change
		• Manage time-table deliverables through Project Director and/or
		   o Validate sub task are being done by department (Dev, Design, UX/UI, Digital Marketing
		   o Manage deliverables and communication directly to client
		   o Scope-creep to be referred back to Account Manager for resolution

Department	Development			
Title	**Director of Development**	**Sr. Developer**	**Front-end Developer**	**Developer**
Expectation	•	•	•	•

Department	Creative			
Title	**Creative Director**	**UX/UI Designer**	**Art Director**	**Designer**

Expectation	• Works directly with client to understand
	   o Positioning
	   o Brand Strategy
	   o Marketplace
	• Directs UX/UI on wireframes that support overall strategy
	• Downloads to Art Director appropriate strategic approaches to design
	• Supports Creative Departments choices and decisions based on project
		• Creates and manages IA based on direction and project
		   o Work with Digital Marketing
		• Creates and manages Wireframes based on direction and project
		   o Standard
		   o Responsive
		   o Mobile
			• Creates visual representations of wireframe deliverables
			• Dictates overall concept and feel
			• Mentors and manages Designers
				• Supports Art Director, finishes concepts, cleans up designs
				• Works on smaller projects with direction

Department	Digital Marketing			
Title	**Marketing Director**	**Jr. Analytics Analyst**	**Marketing Associate**	**Copywriter**
Expectation	• Spearheads Content Deck strategy • Spearheads Competitive analysis strategy • Spearheads Brand (non-Design) best practice strategy • Spearheads SEO/PPC/Keyword best practice strategy • Supports Digital Marketing choices and decisions based on project.	• Manages Analytics traffic reporting • Manages experiments work per project • Assists with conversion optimization • Supports Digital Marketing Director •	• Managers PPC work per project • Manages SEO work per project • Supports Digital Marketing Director	• Creates Content deck based on direction and project • Create general content as needed by Client and/or The Organization

Department	Operations			
Title	**CFO**	**President**	**Operations Manager**	**Human Resource Manager**
Expectation	• Manages all inbound/outbound financial requirements for The Organization • Has final say in all Executive choices within The Organization	• Governs the operations of The Organization • Hires/Fires direct, contract, and freelancer resources • Negotiates salaries, and hourly expenditures of direct, contract, and freelancer resources	• Supports the President • Creates, manages, updates all process and procedure documentation for the organization • Manages employee personal schedules	• Supports the President • Handles all employee paperwork, documentation & requirements for governance • Is up to date on all state and federal laws regarding employment • Maintains job descriptions and posts appropriately for new staff

Hierarchical flowchart of business operations
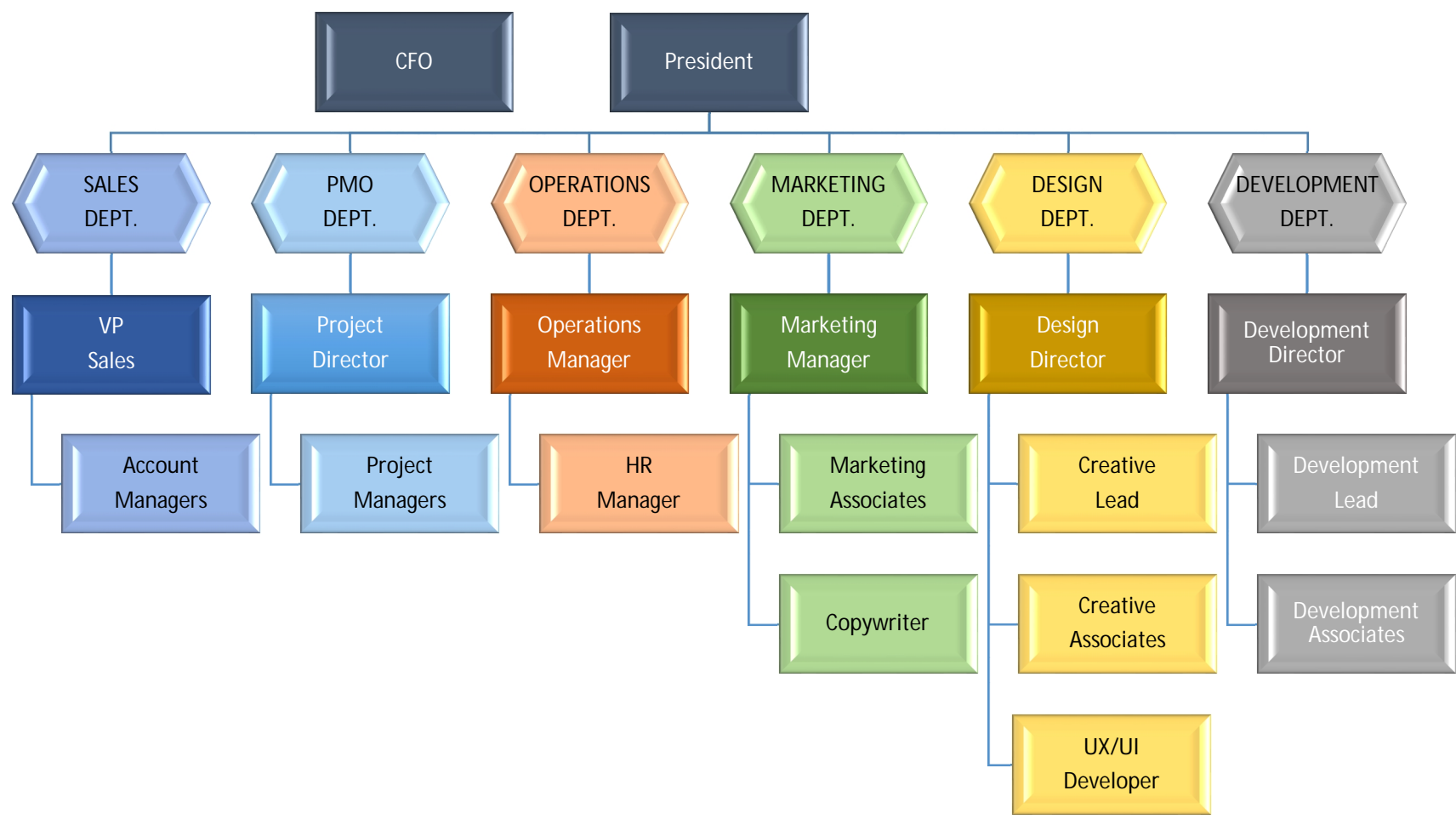
Managers and Contributors of high level project tasks

Task	Managed by	Completed by	Contributor	Contributor	Contributor	Contributor
Qualify clients	VP Sales	VP Sales	AM			
Manages client budget	AM	AM	VP Sales			
Creates scoped proposal	AM	AM	VP Sales			
Validate proposal	AM	AM	PM	Design	Development	Dig. Mkting
Confirm signature and $	AM	AM	VP Sales			
Project Kickoff Meeting	AM	PM	Design	Development	Dig. Mkting	
Enter project into CMD	PM	PM				
Enter into Master Plan	PM	PM				
Manages timeline	PM	PM				
Collects Client assets	PM	PM				
Organizes Client assets	PM	PM				
Assists with IA if in scope	PM	Dig. Mkting				
Assists with Content Deck if in scope	PM	Dig. Mkting				
Creates wireframe	PM	Design	Dig. Mkting			
Creates graphics	PM	Design	Dig. Mkting			
Develops software	PM	Development	Design	Dig. Mkting		
Obtains ORGS asset approval	PM					
Maintains project communications between ORGS & Client	PM					
Reports scope issues	PM	PM	AM			
Creates change orders	AM	AM	PM			
Validates change orders	AM	AM	PM	Design	Development	Dig. Mkting
Confirm signature and $	AM	AM	VP Sales			

Managers and Contributors of project development forms

Forms	Managed by	Completed by	Contributor	Contributor	Contributor	Contributor
Client Questionnaire	AM	AM	Client	PM	Development	Dig. Mkting
Proposal Quote Menu	AM	AM	PM	Design	Development	Dig. Mkting
Timeline	AM	PM	Design	Development	Dig. Mkting	
Proposal	AM	AM	VP Sales			
Functional Spec	PM	Development	Client			
Wireframe	PM	Design	Client	Dig. Mkting		
IA	PM	Client	Dig. Mkting			
Asset Sign Offs	PM	Client				
Change Order	PM	AM	Client			