**A3 Roles**

*Web Designer*

To create our website we will need a Web Designer. They will be responsible for development and designs for what we believe our brand to be seen as by the consumer. Top visual design skills will be key as well as high level of competency in Photoshop.

Key Responsibilities

* Developing creative frameworks with clients
* Troubleshooting design and website functionality
* Establishing design guidelines, standards and practices
* Enforce content standards
* Ensure website imagery is in line with client needs
* Be able to work with a variety of content systems
* Be able to communicate design ideas with tools such as flow, process flows, site maps and wireframes
* Competently embed functionalities and features into websites
* Preparing design plans and presenting website structures.

*Marketing Director*

To help our product catch momentum and help push it into the public sphere and attract the type of clients that we want we will need a marketing team and therefore a marketing director.

Key Responsibilities

* Contributes to marketing effectiveness by determining short term and long term issues.
* Recommends course of action to take as well as directives to implement.
* Develops marketing plans and programs for our product as well as promotional support.
* Provides market forecasts and collates market research, analysis and interprets market data.
* Has influence over future and present versions of the product by evaluating market trends.
* Maintains research databases by identifying marketing trends and information.
* Constantly updates technical and professional knowledge by completing educational workshops, networking throughout the industry and taking part in professional societies.
* Develops marketing team by providing information, educational opportunities, and career growth opportunities.

*Public Relations Manager*

With our company needing to promote and create material for our product, an integral way to help maintain and enhance brand image is by having a Public Relations Manager.

Key Responsibilities

* Identify relevant media and analyse targets by conducting research.
* Responsible for media outreach and coordination.
* Engaged in product launches and events.
* Onsite event support.
* Monitoring competitive media coverage.
* Provide assistance in KPI development.
* Develop and propose public relations strategies.
* Establish tactical public relations plans.
* Basic financial responsibilities in developing public relations budgets.

*Team Visionary*

With every product or idea that comes to fruition, there must be a mind behind it driving it to succeed. It is the Visionary's job to promote and invest financially and emotionally into the creation of the idea.

Key Responsibilities

* Have a broad imagination that allows for the ability to explore concepts and ideas that are out of the box and audacious.
* Clear communication skills regarding ideas and vision. Appeal to emotion and passions of the team.
* Able to create flexibility around how team achieves specific goals.
* Able to emote emotional intelligence and leadership maturity.
* Open to innovative and unusual solutions in the face of adversity.
* Able to take bold risks for the good of the vision.
* Create an aura of optimism that helps push through setbacks to the project.

*Chief Designer*

Design initiatives will be imperative with creating an image for our brand through logos and UI design. Design to meet user needs ant to create user ease within our product will be paramount, hence why we will need a Chief Designer.

Key Responsibilities

* Take responsibility of projects throughout the design cycle.
* Gather user feedback and translate findings into design solutions and improvements.
* Set design processes.
* Create innovative designs to increase user engagement.
* Educate your team and stake holders about the integral nature of design thinking and user research.
* Collaborate with Business Development and Product Managers to create the design scope of the project.
* Liaison between the client and design team.

*Chief Technical Officer*

As this project involves a lot of IT components such as the website and of course the program that will run through the main application, a CTO is imperative in our team. Our CTO will be responsible for all technology systems, processes, software design and development with our company and project.

Key Responsibilities

* Lead direction on technology, partnerships and external relationships on the project.
* Represent the technology side of the business in meetings and in hiring practices.
* Implement technology solutions for current and future needs.
* Manage and optimize infrastructure assets.
* Monitor technological performance metrics.
* Keep updated on new trends and practices within the technology landscape.
* Be initiative in leadership and creativity.
* Work alongside Marketing and Business Operations to deliver enhancements and new products.