**<Client Name>**

Roles and Responsibilities Matrix



Note: The following example/template is from an actual project. As such, you’ll want to carefully review and tailor the matrix for your needs.

| **Roles** | **Key Responsibilities** |
| --- | --- |
| **Site Structure Specialist**  Oversees how content is structured on the site so it is findable for online users and supports business needs, which includes considering navigation and labeling and how content is connected throughout the site. | * Determines where new content will be placed on the site * Understands how information is grouped and related on the site, and evaluates and defines these relationships * Is responsible for the content inventory * Makes sure the site structure supports the site content strategy |
| **Content Manager**  The content manager has primary responsibility for making day-to-day content decisions and ensuring the site delivers on the approved content strategy. | * Accepts content requests from stakeholders * Assigns a content creator for new content requests * Informs stakeholders of decisions about their content requests * Manages the content creation and publishing process from beginning to end, including creating and enforcing content guidelines * Owns final site content decisions, making sure that site content requests are completed according to agreed-upon plan and goals and information provided * Makes sure that maintenance process is put into motion |
| **Content Owner**  Manages the products and services about which content is written, therefore responsible for requesting needed content and identifying the objectives, target audience, value proposition, and so on. | * Works with marketing management and product managers to gauge need for requested content * Creates content messaging * Prepares and provides strategic documentation to content creator * Shepherds content through marketing reviews and approvals, while also reviewing and approving content * Enters content into CMS and selects appropriate workflow * Is responsible for reviewing current site content for needed changes as part of the maintenance process |
| **Content Creator**  Creates the content using the content creation brief, as well as strategic documentation from marketing. | * Reviews all project documentation, including messaging, content objectives, product benefits, and background * Gathers additional information, if needed, from content owner and subject matter experts * Creates first draft of content using appropriate content template (includes graphics that are considered content) * Revises content per feedback |
| **Content Editor**  Provides web content expertise and oversight. | * Helps fit new content into appropriate template, if needed * Reviews content from web user perspective, and identifies correct placement for content on site, if necessary * Reviews content for voice, tone, consistency with other materials, and grammar |
| **Project Manager**  Guides content projects through the request, creation, and approval process. | * Evaluates and helps prioritize incoming content requests * Serves as liaison between content creators and editors and project partners to communicate project schedule, needs, expectations, and feedback * Monitors project progress and enforces expectations with partners, if needed * Maintains an ongoing scope of work and master project schedule |
| **Subject Matter Expert (SME)**  People with first-hand knowledge about a product or technology. | * Provides source content and technical expertise to content owners * Reviews content for accuracy and provides timely feedback |
| **Reviewers**  Refers to people other than SMEs who must approve content before it is finalized. | * Reviews content for messaging and appropriate presentation of information, and provides feedback |
| **Publisher**  Provides CMS technical expertise to Marketing Services and Marketing | * Reviews web content to make sure it is correct and has appropriate web formatting, including correct links * Provides expertise to other CMS users and works directly with Web team on CMS needs and issues * Publishes final content |