

Project roles and responsibilities in a RACI chart: Case Study

Scenario

As the project manager for Plant Pals, you must assemble a team that can develop and execute the marketing and sales strategy to prepare for the launch. You must also assign roles and responsibilities for each of the project tasks and identify stakeholders impacted by the project. You've determined that the following people will be involved:

Director of Product: Oversees the product offerings, and serves as a resource for marketing and sales questions. Their knowledge of customer needs is vital to the project.

Marketing Manager: Makes key decisions about the service launch and monitors task completion. They oversee all marketing efforts, including concept development, and sign off on the service launch plan.

Marketing Coordinator: Creates the marketing strategy, including all marketing assets. They work closely with the Copywriter and report to the Marketing Manager.

Copywriter: Produces all Plant Pals ad content, writes product descriptions, and creates promotional copy. They work with the Marketing Coordinator on all aspects of the marketing strategy and report to the Marketing Manager.

Head of Sales: Sets Office Green's overall sales strategy and tracks the company's progress towards its sales goals.. Their knowledge of customers' buying behaviors can help the marketing team develop their campaign. The Head of Sales oversees the Sales Manager.

Sales Manager: Responsible for customer outreach and relationship management strategies, so that Office Green meets its sales goals. They need to understand the final marketing strategy and product offerings and convey that information to the Sales team. The Sales Manager reports to the Head of Sales.

To develop and execute the marketing strategy and sales, your team must complete the following tasks:

Create a marketing plan for the new service

Write promotional copy

Design marketing assets (e.g., flyers, brochures, and online advertisements)

Create a customer outreach and onboarding plan



R - Responsible	Completes the deliverable or task.
A - Accountable	Makes final decisions and signs off on task completion. Only 1 per task.
C - Consulted	An advisor, stakeholder, or subject matter expert who offers guidance before an action is taken.
I - Informed	Kept up to date on decisions made.

<i>Plant Pals Marketing & Sales Strategy</i>	Director of Product	Marketing Manager	Marketing Coordinator	Copywriter	Head of Sales	Sales Manager
PHASE 1						
Task/Deliverable						
1. Create a marketing plan for the new service	C	A	R	C	C	I
2. Write promotional copy	I	A	C	R	I	I
3. Design marketing assets	I	A	R	C	I	I
4. Create a customer outreach and onboarding plan	C	C	I	I	A	R

**Note: The Director of Product should be kept informed about the promotional copy and the marketing assets. Other informed individuals may vary.*