Digital Marketing Department

Charter Template

## Updated February 2021

# Digital Team Charter

[Name of Team]

Date of Creation | Updated: [Date of Update]

## Goal & Definition of Success (I.e. Mission)

//What are we attempting to accomplish as a team?

[Idea Starter: To strategize, develop & implement marketing programs for our company that drive measurable business returns].

## Justification

//Why does this team exist? What do we do that can’t be accomplished elsewhere? Imagine you’re talking to your CEO, and she asks, “This is a pretty large budget for the upcoming quarter. Why is this a good investment for our company?”

[Idea Starter: Digital channels represent a key growth opportunity for targeting and reaching our target audiences. Additionally, digital marketing strategy has the potential to take advantage of technology as leverage to achieve more with lower investment costs.]

## The Measurable Output

//Simply doing work and/or staying busy is not an acceptable KPI. What are the tangible business returns that will be gained if the efforts of the digital marketing team are successful?

Idea Starter:

* Increased leads/customers
* Decreased cost-per-acquisition
* Increased marketing efficiency
* Increased total sales

## Team Values

//What values exist within the team that are non-negotiable, even as we pursue organizational goals?

Idea Starter: While pursuing our team goals, all digital marketing team members will:

* Enjoy a balanced and controlled approach to work that minimized burnout and keeps the work enjoyable
* Do the right things, even when they are difficult
* Be lifelong learners -- continuously growing both personally and professionally.

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## Team Structure

//Even if a structure is ‘flat’, it should be defined and documented as such. Remember -- This section defines the roles, not the individuals on the team. Even if a role is empty, it should be documented as a necessary component of the team.

[Idea Starter: To ensure full and consistent coverage of committee responsibilities, the following structure should be upheld:

* **Executive Sponsor/Leader** -- Often a CMO, CXO or similar, this is a member of the company’s executive team who serves as a champion of team’s activities, oversees the output of the group, and provides support for initiatives and investments of the group.
* **Team Leader** -- Often a Director and/or Manager, this is the day-to-day leader of the team. They are responsible for activities that ensure the team can operate at its highest level.
* **Content Strategist** -- Responsible for maintaining content platforms, and managing the development of blog and content offerings.
* **Social Media Specialist** -- responsible for maintaining Mindscape’s portfolio of social media profiles, including administrative functions as well as content scheduling and audience engagement.
* **Marketing Technology Specialist** -- Responsible for the administration of technology platforms, and manages the integration of landing pages, forms, opt-ins, and CTAs to position content offerings as lead generation tactics.
* **Email Marketing Specialist** -- Manages email subscriptions, list segmentation, email platform administration and development/execution of email campaigns.
* **Marketing Analyst** -- Responsible for analyzing data and documenting successes and failures based on a set of KPIs tied to the overall goals of the organization. Also manages and optimizes analytics systems and processes.
* **Design and user experience strategist** -- Responsible for the design of marketing assets and optimization of user experience on web properties.
* **Business Development Liaison** -- A member of the business development team will be involved in the committee to provide feedback about the impact of the committee’s efforts on the sales process.

//Note: Your team may not have actual positions for each of these roles. Even so, it is important to document them anyway, to recognize the fact that \*someone\* has to fulfill the duties of that role. Even if a single person covers content strategy, marketing technology, and analysis, those roles should be defined independently of one another.

## Meeting Structure

//You should establish a recurring meeting structure for your team. This consistency encourages discipline & adherence to governance standards, as well as helping your team stay in close contact with one another.

[Idea Starter: We like breaking meetings down into Quarterly, Monthly, Weekly, and Daily.

### Quarterly

Each quarter, the digital team will meet to cover the following agenda:

* Show & Tell -- what has each team member done that they are proud of that the rest of the team may not have seen? Have they learned something new?
* Performance Review -- How has the work of the team had an impact on the business? (This may need to be prepared in advance of the meeting with metrics from marketing activities for the quarter)
* Annual Roadmap Review -- How is the team keeping up with the established roadmap? What is coming up for the next quarter?
* Updates from company leadership -- This is a great opportunity to invite leaders from outside the team to participate in the conversation, to help connect the work of the team to the larger mission of the organization.
* Updates to Team Charter -- Are there any fundamental changes needed to this charter? To ensure it’s always relevant, make sure to consistently review these details and add/remove things as needed.

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### Monthly

Each month, the digital team will meet for roughly 90 minutes to discuss project/initiative statuses, upcoming milestones, critical issues, etc.

### Weekly

Each week, the digital team will meet for 30 minutes to do a ‘round-table’ discussion of active projects/initiatives.