Online Dialogue Roles & Responsibilities Management Team

The management team for an online dialogue should be made up of the following roles. Individuals may hold one or more roles depending on capacity and responsibilities.

Role	Responsibility
Open Government Leader	Responsible for decisions and policies with regard to agency Open Government Plan. Plays critical role in making decisions about how data from open government dialogue will be integrated into open government plans, as well as tone and positioning of the dialogue.
Producer of Dialogue	Responsible for clearly articulating the purpose, content and substance of the dialogue, writing materials, establishing moderation policies, modifying terms of participation.
Project Manager	Responsible for tracking timelines, personnel, deliverables to produce and deliver the dialogue.
Outreach, Public Affairs and Social Marketing	Responsible for developing outreach, marketing and social marketing plans for recruiting participants. Responsible for media outreach and preparing agency publications.
Legal	Responsible for setting policies around agency's public positions and publications with regard to the dialogue.
Technical	Responsible for the technical integration of the dialogue platform with the agency web site and providing technical support as needed.
Lead Moderator and Shift Moderators	Responsible for moderating the dialogue, trouble shooting problems, etc.
Data Analysis	Responsible for developing plan for how data will be analyzed and used.
Reporting	Responsible for writing and publishing internal and external reports from the dialogue.
External Experts and Stakeholders	Responsible for recruiting networks to participate and seeding the discussion with questions and comments.