# Content RACI Templates for Defining Roles and Responsibilities

## Overview

A RACI is a matrix used to clarify the roles and responsibilities of each person involved in a project. It ensures all team members and stakeholders understand their role, and that of others, in the content creation process. It also helps to identify resources that may be over or under allocated.

**Associate roles with responsibilities**

Don’t confuse roles with job titles. Associate roles with responsibilities, rather than with specific people. This ensures the RACI isn’t affected by people changing jobs or leaving the company.

One person can assume multiple roles. For example, a product manager may have the role of both content creator and subject matter expert. A person may have the job title of UX strategist, but they have a role of writing strategic plans.

## Definitions and Best Practices

| Abbreviation | Stands for | Definition | Best practice | Tips |
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| **R** | Responsible | The people who actually **do** the work. | One or more people need to be responsible. | If one **person** has many Rs, they may have more workload than they can handle.If one **deliverable** has many Rs, can tasks be more specific so team members have more autonomy? |
| **A** | Accountable (Approver) | The person who **approves** the work. | Only one person is accountable, but there should always be one A for each deliverable or work item. | If any **single deliverable** or work item does not have an A, then item is at risk of not meeting project goals. If a deliverable has more than one A, confusion and inefficiency is likely to occur during the approval stage. |
| **C** | Consulted | The subject matter expert who is **consulted** and may contribute. | Several team members may be consulted. Ensure 2-way communication. | Too many Cs can lead to swirl, and slow down the process. Too few Cs can result in poor quality through lack of accuracy or not meeting business goals. |
| **I** | Informed | The people who will be **informed** when a deliverable is complete. | Several team members may be informed. Communication only goes one way. | If there are lots of I’s, find ways to inform people in batches, in logical project intervals, rather than as you go. Develop a system (preferably automated) to inform people. |

## Basic content RACI

Use a basic content RACI if your team uses a simple content creation process that doesn’t depend on other teams or departments.

Change the **Area of focus** and **Roles** to match those in your organization.

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|  | **ROLES** |
| **Area of focus** | **Writer(s)** | **Translator(s)** | **Editor** | **Subject matter experts** | **Producer** |
| Write content |  |  |  |  |  |
| Translate content |  |  |  |  |  |
| Content accuracy |  |  |  |  |  |
| Content completeness |  |  |  |  |  |
| Content quality |  |  |  |  |  |
| Tone and voice |  |  |  |  |  |
| Digital standards |  |  |  |  |  |
| Final approval |  |  |  |  |  |

## High-level content leadership RACI

Use a high-level RACI to understand and communicate how different departments contribute to the content experience. In this model, one piece of content can be considered for business needs, channel needs, and regional needs, global needs, and so on.

A content leadership RACI requires a high degree of collaboration and communication across various content owners. Final content is not a distinct deliverable, but rather a result of a number of different deliverables from different departments and team members.

Change the **Areas of focus** and **Roles** to match those in your organization.

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|  | **STRATEGIC LEADERSHIP ROLES** | **CONTENT EXECUTION ROLES** | **SMEs** |
| **Area of focus** | **Customer Experience Director** | **Digital Director** | **Content Director** | **Regional Content Owners** | **Channel Content Owners** | **Line of Business Content Owner** | **Line of Business SME** |
| Content strategy |  |  |  |  |  |  |  |
| Content quality |  |  |  |  |  |  |  |
| Global content standards & consistency |  |  |  |  |  |  |  |
| Regional impact |  |  |  |  |  |  |  |
| Channel impact |  |  |  |  |  |  |  |
| Business impact |  |  |  |  |  |  |  |
| Store impact |  |  |  |  |  |  |  |

## Project content RACI

Use a project RACI for large, complex content projects. In this model, a subject matter expert is the person providing content requirements for their department or line of business. They may represent different business units, channels, the legal department, and so on.

Change the **Areas of focus** and **Project** **Roles** to match those in your organization.

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|  | **PROJECT ROLES** |
| **Area of focus** | **Channel/business writer(s)** | **Regional writer(s)** | **Translator** | **Graphic Designer** | **Photographer** | **Videographer** | **Front-end developer** | **Web analyst** | **Subject Matter Expert \*** | **Director of Content** | **Quality Assurance** | **Producer or PM** |
| Write content (Global) |  |  |  |  |  |  |  |  |  |  |  |  |
| Write content (Regional) |  |  |  |  |  |  |  |  |  |  |  |  |
| Translated content |  |  |  |  |  |  |  |  |  |  |  |  |
| Graphics & visual design |  |  |  |  |  |  |  |  |  |  |  |  |
| Create photos |  |  |  |  |  |  |  |  |  |  |  |  |
| Create videos |  |  |  |  |  |  |  |  |  |  |  |  |
| Create page layouts |  |  |  |  |  |  |  |  |  |  |  |  |
| Create page templates |  |  |  |  |  |  |  |  |  |  |  |  |
| Analytic set up |  |  |  |  |  |  |  |  |  |  |  |  |
| Content accuracy |  |  |  |  |  |  |  |  |  |  |  |  |
| Experience strategy |  |  |  |  |  |  |  |  |  |  |  |  |
| Content quality & brand |  |  |  |  |  |  |  |  |  |  |  |  |
| Web readiness |  |  |  |  |  |  |  |  |  |  |  |  |
| Project management |  |  |  |  |  |  |  |  |  |  |  |  |
| Final approvals & publishing |  |  |  |  |  |  |  |  |  |  |  |  |

## Channel content RACI

Use a channel content RACI to provide direction on content roles by channel. Channel owners have the most responsibility for shaping content distributed through their channel.

Change the **Areas of focus** and **Channel** **Roles** to match those in your organization.

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|  | **CHANNEL ROLES** |
| **Channel** | **Social Media Strategist** | **Channel Owners** | **Sub-Channel Owner** | **Regional content writers** | **Global content writers** | **Subject Matter Experts** |
| Social media |  |  |  |  |  |  |
| Company website |  |  |  |  |  |  |
|  Product/service content |  |  |  |  |  |  |
|  Customer education content |  |  |  |  |  |  |
|  Articles and events |  |  |  |  |  |  |
|  Careers |  |  |  |  |  |  |
|  Public Relations |  |  |  |  |  |  |
|  Media |  |  |  |  |  |  |
| Campaign websites |  |  |  |  |  |  |
| Email content |  |  |  |  |  |  |
| Newsletter content |  |  |  |  |  |  |