



WORK ROLE BRIEF

We include in the last page an explanation of the role brief and its different elements in case needed.

ROLE NAME	AIMS TOWARDS	SO THAT
RELATIONS KEEPER & DIGITAL MARKETING	Engaging digital audiences and start new relations	they can develop critical thinking around sustainability and connect to truly green brands

BY DOING THE FOLLOWING ACTIVITIES (Type x Description)

Type: LEARNING CHALLENGE

Challenge 1: Specify a communications strategy

Starting from the structure provided by the Platforms team, define the strategy (users, channels, etc) so that digital audiences get to know greenvouch and assess of their utility and meaning.

Challenge 2: Setup and maintain the digital communications

Implement such strategy and keep it alive to grow the greenvouch community

Challenge 3: Engage users

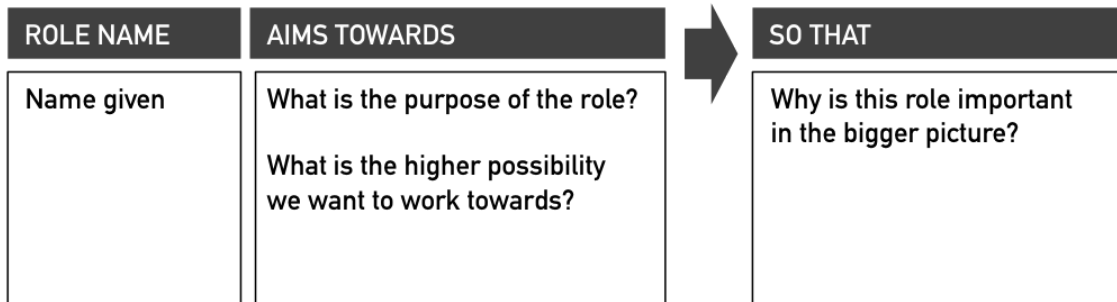
Start and maintain close communications with some users to address concerns and involve a selected group in functionality testing and deeper collaborations

WILL GENERATE THE FOLLOWING CONTRIBUTIONS

Deliverable 1: An effective strategy & plan

Deliverable 2: Engaged members of the community

We start explaining WHYs



↓ *then we explain HOWs*

BY DOING THE FOLLOWING ACTIVITIES (Type x Description)

A. DEFINING TYPE OF ROLE

1. DELIVERY PROJECT <ul style="list-style-type: none"> Worker has long experience & track record Worker brings credentials Worker brings her methodologies Worker brings her tools Project scope is fixed in detail / budget / duration 	2. LEARNING CHALLENGE <ul style="list-style-type: none"> Worker shows high curiosity/interest Worker is willing to learn Architect brings methodologies (worker contributes) Architect brings tools (worker contributes) Role is scoped in challenges that evolve once finished
3. OUT-OF-SCOPE <ul style="list-style-type: none"> High difficulty / complexity No curiosity/interest 	

B. DESCRIBING THE ACTIVITIES WITH FULL DEPTH

Activities in **Domains** or with **Elements** done thru **Methodologies**
 using certain **Tools** provided by a concrete **Supplier**

↓ *and finish with WHATs*

WILL GENERATE THE FOLLOWING CONTRIBUTIONS

What is the result of the activity?
 What contribution is generated?
 How do we measure the contribution?