

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
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	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

		deliverable is complete.		go. Develop a system (preferably automated) to inform people.
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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.

	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.

	STRATEGIC LEADERSHIP ROLES			CONTENT EXECUTION ROLES			SMEs
	Customer Experience Director	Digital Director	Content Director	Regional Content Owners	Channel Content Owners	Line of Business Content Owner	Line of Business SME
Area of focus							
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.

Area of focus	PROJECT ROLES											
	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.

Channel	CHANNEL ROLES					
	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						