



Clash of the Corporates Team Roles & Responsibilities

Successful teams work best when each member of the team understands the team goal, their function within the team, and what they need to do to achieve it.

We have identified three key roles for you to put in place for your team, although there are many potential roles that you may wish to include as part of your team, depending on your fundraising activity. It's a good idea to make at least one person is responsible for each activity you are planning.



Team Captain

Team Captain is a great opportunity for someone looking to develop their leadership, communication and management skills. Your role as Captain is to guide your team, to mediate between competing ideas, provide focus to your team to facilitate your fundraising activity.

Team Captains will also be the primary contact between your team and The Wallich and will be responsible for reporting on your team progress.



Marketing & Communications

Everyone within the team will develop their communication skills, but the Marketing & Communications role is there to specifically support your team in its structured communication, whether internally within your business, or externally to promote your activities and events to the wider world.

The Marketing & Communications role will be expected to identify target audiences, and specific channels of communication, whether that be posters, social media, internal intranet, in-house magazines or traditional press releases (with the support of your media team and the lovely people at The Wallich). The Communications role can be allocated to one person or shared within the team depending on your requirements. This role would suit someone who is looking to build on their existing written and verbal skills and is a great for those natural communicators to build their confidence, negotiation skills and their ability to work with others.



Treasurer

Show me the money! The Treasurer is responsible for keeping track of the money whether that is income, expenditure, or cash flow. This is a very important role for the team. A key part of your success will be linked to your ability to maximise your profit by identifying and reducing your costs whilst making sure you have enough resources to keep operating.

This role requires attention to detail, accurate record keeping, and good communication skills with the Team Captain and an appreciation of risk and reward.



Team Champion

The role of the Team Champion is vital. This is a senior advocacy role and would suit someone within the business who can guide the team through any internal complexities, open doors and make connections for your team. The Team Champion has a role to play in getting buy-in from other senior colleagues within the business. In short you are a fixer.

The Team Champion also has an important function in that they are the senior person within the business to whom the team are accountable.



Which role is for you?

Consider the requirements of each role and how this relates to your personal and professional development goals.

Think about taking the role that will stretch you in terms of the experience but one that sits well with your natural skills.

