

Content Services Director:
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**Manages Content Process from A-Z
 with Team Leads Below**

PROCESS AND TEMPLATES FOR CONTENT PROJECT MANAGEMENT			
Account Team Leaders	Content Team – Client Service (Paula)	Content Team – Editor / Writer	Templates Used
	☐ Prepare write-up if opportunity is an award		Award Write-Up
☐ Circulate opportunity to client			
☐ Receive client interest			
☐ Confirm additional charges to client and set budget			
☐ Share interest with Content Team			
☐ Share background, past nominations, significant media results and other materials with Content Team			
	☐ Identify Writer		Content Project Assignment Email
	☐ Add to Content Project Tracker		
	☐ Prepare nomination form and related documents		Custom award nomination template to prepared for each award, as needed
☐ Reach out to client to introduce Content Team, describe process and schedule interviews			Email to Coordinate Interview Outlook Appointment to Confirm Interview Email to Provide Questions
		☐ Conduct research and prepare interview questions	
		☐ Conduct interview	Interview Script
	☐ Provide short update on the interview to Account Team related to the interview as well as any follow up required		Interview Follow-up Email
☐ Share update with client, as needed			

PROCESS AND TEMPLATES FOR CONTENT PROJECT MANAGEMENT			
Account Team Leaders	Content Team – Client Service (Paula)	Content Team – Editor / Writer	Templates Used
		☐ Draft content and deliver to team leader with a copy to Paula	Thank-you / Time Request Email
☐ Two-proof editing process			
☐ Review content for overall strategy and polishing			
☐ Share draft with client (first marketing contact and then attorney, as needed)			Email to Deliver Draft
☐ Update Paula that draft has been sent to client			
☐ Obtain and incorporate client feedback			
☐ Finalize document and save in Sharepoint			
☐ Submit to publication			
☐ Capture confirmation PDF and save in Sharepoint			
	☐ Update Content Project Tracker		
	☐ Provide hourly update / project cost to Account Team and Karen for SAS		
	☐ Follow up with writer for feedback on project and asking if he / she had any issues		Wrap-up email