



WordPress Project Roles and Responsibilities

Remember, a single individual may fill multiple roles and multiple individuals may fill a single role.

Website Development

Role	Responsibility
Project Sponsor	<ul style="list-style-type: none"> • Provides day to day project guidance and input to Project Manager and other team members as applicable • Approves change requests • Resolves logged issues
Project Manager	<ul style="list-style-type: none"> • Ensures the project is carried out as spelled out in the project documents and according to the approved project plan • Reports project status to the Project Sponsors • Escalates issues requiring resolution by Project Sponsor
Business Analyst	<ul style="list-style-type: none"> • Elicits business requirements and functional requirements from subject matter experts • Translates requirements into website solutions
WordPress Environment Manager	<ul style="list-style-type: none"> • Ensures the environment in which WordPress will be installed is appropriate and adequate • Assists with the installation and configuration of WordPress on the client's hosting platform
Content Developer/Manager	<ul style="list-style-type: none"> • Gathers or develops content (written or visual) on specific subjects/topics as requested • Ensures all content is posted and categorized according to established website taxonomy
WordPress Web Designer	<ul style="list-style-type: none"> • Develops a plan for how the web project should look, feel, and behave when presented to the end user including, but not limited to, the WordPress theme, branding/logo, colors, etc. • May assist with developing pages, posts, and other website elements that do not require programming.
WordPress Web Developer/Builder	<ul style="list-style-type: none"> • Uses WordPress to build the website • Should the need arise for it, developers are responsible for both back-end and front-end programming development using PHP, HTML5, CSS3, JavaScript, and other technical programs.
SEO Analyst	<ul style="list-style-type: none"> • Ensures that all content is formatted to take advantage of current Search Engine Optimization algorithms
Testers	<ul style="list-style-type: none"> • Test website functionality and record defects • Re-test functionality after defect repair



Ongoing Website Maintenance

Role	Responsibility
WordPress Environment Manager	<ul style="list-style-type: none">• Maintains the web hosting account and platform• Ensures backups are being created• Ensures all WordPress elements (such as plugins) are updated as appropriate• Oversees the security of the website and addresses issues as needed
Content Developer/Manager	<ul style="list-style-type: none">• Updates existing content as needed• Gathers or develops NEW content (written or visual) on specific subjects/topics as needed• Ensures all content is posted and categorized according to established website taxonomy
Social Media Analyst/Marketer	<ul style="list-style-type: none">• Establishes and maintains social media accounts• Communicates with followers• Promotes the website and service offerings
SEO Analyst	<ul style="list-style-type: none">• Ensures that all content is formatted to take advantage of current Search Engine Optimization algorithms
Reviewers/Testers	<ul style="list-style-type: none">• Reviews and tests any updates to the website, reports problems, and may assist with remediation