



Sample Competition Organizing Team (COT) roles & position descriptions

Lead planning & implementation

Assist with planning & implementation

	CT	TM	MM	BCaM	BChM	EM	RM
Step 1 - Investigate your data collection options	✓	✓					
Step 2 - Form a Competition Organizing Team	✓						
Step 3 - Rough-in your timeline	✓	✓	✓	✓	✓	✓	✓
Step 4 - Identify your goals	✓	✓	✓	✓	✓	✓	✓
Step 5 - Gain broad support	✓	✓	✓	✓			
Step 6 - Decide on a competition format/structure	✓	✓			✓		
Step 7 - Craft a competition brand	✓		✓				
Step 8 - Choose awards, prizes, and other incentives			✓	✓	✓	✓	
Step 9 - Find funding	✓		✓				
Step 10 - Develop a data collection & verification plan		✓			✓		✓
Step 11 - Create a Building Captain plan			✓	✓	✓		
Step 12 - Develop a marketing & behavior change plan			✓	✓	✓	✓	
Step 13 - Create a media coverage plan	✓		✓				
Step 13 - (Optional) Develop a crisis action plan	✓	✓	✓				
Step 14 - (Optional) Create an evaluation plan	✓	✓	✓	✓	✓		✓



Competition Director (CD) - Summary of responsibilities:

- Read relevant sections of [CCN Competition Planning Guide](#) (or the whole thing!)
- Lead recruitment of COT
- Attend CCN training webinars
- Coordinate training for COT
- Schedule, set agenda for, and run COT meetings
- Secure funding for stipends for COT team members, awards, events, marketing, and other needs
- Lead development of program/competition goals
- Work with Technical Lead to determine which buildings will participate, and what competition format and dates will be
- If applicable, coordinate communications with other schools with which you are participating a group competition
- Write press releases, pursue media coverage, talk to reporters

Technical Manager (TM) - Summary of responsibilities:

- Read relevant sections of [CCN Competition Planning Guide](#)
- Work with Competition Director to determine which buildings will participate, and what competition format and dates will be
- If real-time data is being used:
 - Checking data before and during competition
- If manual data is being used:
 - Set up all buildings and meters in BuildingOS
 - Collect all meter data or coordinate collection of meter data
 - Enter meter data into BuildingOS
 - Check data for accuracy before and during competition
- Review all data before final results are released; calculate final results and communicate to team for dissemination

Marketing Manager (MM) - Summary of responsibilities

- Read relevant sections of [CCN Competition Planning Guide](#)
- Coordinate development of competition name, logo and brand
- Design and implement a social media strategy
- Coordinate competition prizes, including securing donations or getting funding from Competition Director
- Lead development of posters, newsletter blurbs, and other communications

Building Captain Manager (BCaM) - Summary of responsibilities:

- Read relevant sections of [CCN Competition Planning Guide](#)
- Work with Behavior Change and Marketing Leads to develop strategy for leveraging Building Captains



- Recruit and train Building Captains
- Serve as a liaison between Building Captains and the Organizing Team

Behavior Change Manager (BChM) - Summary of responsibilities:

- Read relevant sections of [CCN Competition Planning Guide](#)
- Work with Events Lead and Building Captain Lead to coordinate and execute a behavior change strategy
- Pursue partnerships with campus groups that might be interested in partnering with you on behavior change strategies, such as Residential Life

Events Manager (EM) - Summary of responsibilities:

- Read relevant sections of [CCN Competition Planning Guide](#)
- Plan and implement competition events to generate and maintain energy and excitement
- Pursue partnerships with other campus groups to co-sponsor events

Research Manager (RM) - OPTIONAL - Summary of responsibilities:

- Read relevant sections of [CCN Competition Planning Guide](#)
- Coordinate research into the effectiveness of various elements of the competition
- Coordinate all evaluation and research that allows the competition to improve year-over-year