

Stipend for Communications/Marketing Team Leader

Approved by the Plone Foundation Board on June 9, 2016.

Rationale

Communicating within the Plone community and externally to the public is critical to the continuing success of the Plone project.

While we have had a small number of very effective volunteers carrying out this task, we have had periods during which communication and marketing activity has been very sporadic.

Since its inception, the Plone Foundation by-laws have mentioned only one team explicitly, the Communication/Marketing Team, emphasizing its importance to the project's and community's ongoing vitality.

The Communication/Marketing Team leader (the "Team leader") plays an equally critical role in identifying, mentoring, collaborating with, and motivating volunteer members of the team. The Team leader is also responsible for setting and meeting objectives.

This stipend, to be awarded to the Team leader, is intended to help Plone communicate more consistently, both within and outside the Plone community.

Liaison

A member of the Plone Foundation Board currently serves as liaison with the Communications/Marketing Team. The liaison will ensure that regular updates on the team's activities are provided to the Board and that the team receives any necessary guidance from the Board.

Duties

The Team leader is responsible for:

- on Plone.org:
 - posting news items

- posting events
- publishing and periodically reviewing Plone.com success stories
- publishing on social networks:
 - Facebook
 - Twitter
 - Google Plus
 - LinkedIn
- publishing the bimonthly Plone newsletter

The Team leader is responsible for creating posts with the following desired frequency:

- plone.org news item: 1 per week
- plone.org event: 1 per month
- Facebook: 1 per week
- Twitter: 2 per week
- Google Plus:
- LinkedIn:
- Plone.com success story: 1 per month
- Plone newsletter: 1 every other month

The Team leader's social network marketing responsibilities include:

- boosting Facebook and Twitter posts with paid advertising social media campaign funds
- reporting regularly on social media campaign results

Outcomes

The goal of this stipend is to increase the level of communication within the Plone community and to raise awareness of Plone with external audiences.

The success of this stipend will be determined according to the following measures:

- reports before and after showing Facebook impressions and user engagement
- reports before and after showing Twitter impressions and user engagement
- regular 'due diligence' review by the Board to gauge effectiveness

Stipend Use and Amount

The Team leader will receive a travel stipend of up to \$4,000 USD annually from the Plone Foundation that can be used to attend the annual Plone conference, including air fare, accommodations, meals, and conference attendance fee, and/or related community events such as the Plone Open Garden, Write the Docs, PyCon, EuroPython.

In proposing a travel stipend as opposed to other forms of remuneration, it is our intent to minimize the effect of regional economic inequality: travel costs for residents of the US, European Union, and other regions will generally be similar. (Trying to remunerate on an hourly-rate basis would be much more complicated; for example, USD \$15 per hour is a relatively low rate for US-based communication work but is relatively exceedingly high for residents of developing economies).

Also, we do not see this as remuneration in the classical sense (“salary”), but more as a token of appreciation. The remuneration should serve to further the Team leader’s involvement in the Plone community: since face-to-face meetings are a vital part of our community spirit, a travel stipend helps further that bond.

In the event the Team leader does not fulfill a complete year of work, the stipend will be adjusted according to the length of services rendered.

Skills

The Communications/Marketing Team leader should have the following skills:

- familiarity and affinity with the Plone community and wider open source communities
- ability to communicate efficiently with the Plone and wider open source communities
- represent the spirit and values of the Plone community on various communication channels
- experience with social network publishing, measuring & analytic tools
- experience editing and publishing a blog or newsletter
- ability to reach out to individuals to seek out newsworthy stories

Selection

The Plone Foundation Board appoints the leader of the Communications/Marketing team.

An open leadership position in the Communications/Marketing team will be filled by a call for applications made initially to the Plone Foundation membership, then to the general Plone community.

The Plone Foundation Board will review all candidate applications and will vote to select the best qualified candidate(s) with the skills mentioned above.

The Board is not required to select a candidate if there is no minimally qualified candidate.

The Board is open to selecting up to two candidates to serve simultaneously if two qualified candidates make it known that they'd like to share the duties collaboratively and split the travel stipend.

Annual Review

The Plone Foundation Board will evaluate annually the Team leader's performance of duties. Following the evaluation, the Board will vote on whether to ask the Team leader to continue performing the duties.