Sample Competition Organizing Team (COT) roles & position descriptions

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