CRISIS MANAGEMENT TEAM ROLES & TASKS

Before a crisis occurs, use this checklist to assign crisis management team roles and ensure all team members are properly trained should they ever be needed.

In the chaos of a crisis, it’s easy to forget essential duties. All team roles should be assigned ahead of time with backup personnel identified. Team members must be trained in their role(s) and cross-trained in other roles to eliminate structure collapse if some members are absent. The team must be prepared to fill roles to cover 24-hour operations (8- or 12-hour shift) until the crisis transitions to a more sustainable, less demanding battle rhythm. Even during a crisis, there will need to be enough people to cover routine, non-crisis events and activities.

Below is a general list of tasks and roles for the Public Affairs Crisis Management Team. Check with your unit to verify there are no other specific essential duties required.

☐ Leader:
  ☐ Works on overall strategy
  ☐ Goes to Crisis Action Team (if applicable)

☐ Mission Partner Support:
  ☐ Delegates the strategy into actionable tasks
  ☐ Maintains team’s focus
  ☐ Works with Emergency Operations Center (EOC) (derived from Emergency Support Function 15), if applicable

☐ Community Engagement:
  ☐ Informs key stakeholders throughout crisis
  ☐ Handles and disseminates approved messages
Media Operations:
- Engages and interfaces with the media
- Responds to questions from the media
- Facilitates interviews
- Handles and disseminates approved messages
- Runs the Media Operation Center (MOC) or Joint Information Center (JIC), when applicable

Command Information:
- Coordinates the information with established processes
- Crafts messages for all relevant social media platforms, websites, newsletters, etc.
- Responds to any internal or community questions
- Handles and disseminates approved messages

Spokesperson:
- Speaks to the media or social media channels on behalf of the unit or agency
- Trains spokespersons from outside of PA to engage with media or the community

Documentation:
- Captures all required imagery and video