

CRISIS MANAGEMENT TEAM ROLES & TASKS

Before a crisis occurs, use this checklist to assign team roles and ensure all tasks are carried out.

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 shifts) 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 no other specific essential duties are 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](#) (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.

Manages the [Media Operation Center](#) or Joint Information Center, 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 the media or the community.

Documentation

Captures all required imagery and video.