

Communication Roles

<DATE>, Version <X>

In a crisis or time of change, assign clear lines of responsibility. Communicate responsibilities and contact details to everyone in your organisation.

Role	Responsibilities	Primary (name, phone, email)	Alternative (name, phone, email)
Crisis Communication Manager		Joel Brown 0400 000 000 joel@brown.com.au	
Key Messages Owner/Writer			
Media Coordinator			
Spokesperson			
Government & Industry Liaison			
Internal Communication Coordinator			
External Communication Coordinator			
Digital Channels Coordinator			
Stakeholder Coordinator			
Administration			
Other			