



**ESTABLISHING A STEERING GROUP**

**Purpose**

Assembling the right steering group is essential to the success of your social marketing project. This group will be people who will work with and support you for the duration of the social marketing process. This group will take collective responsibility for the project. They will manage the process right the way through, drive things forward and ensure deadlines are met.

**How to use or apply**

Use the table below to detail the composition of the steering group. Keep the group reasonably small (5-7 people) and make sure everyone knows their role and responsibilities.

Try to get a diverse range of skills involved and avoid tendency to have people with very similar skills or backgrounds.

If possible, consider having individuals from inside and outside your organisation on your steering group. External partners with a vested interest in addressing the issue and the authority to represent their respective organisations can add new points of view, resources and experience. Include colleagues who work on the issue you are addressing and individuals who have essential technical skills, including:

* Marketing research and analysis
* Expertise in interventions and best practices related to the problem
* Programme development
* Social marketing
* Evaluation

Make sure that only persons who will play an active part in the process and are prepared to take on responsibilities are included in the steering group.

Once your steering group has been developed, agree a timetable for the work and decide how the work will be conducted making sure you define clear roles and responsibilities. Set up a mechanism for meeting regularly (in person or by telephone), with standard days, times and locations. Develop a group contact list to help ensure all team members ‘stay in the loop’. Make sure the steering group meets face-to-face at least once a month.

**Source(s)/Reference(s)**

* [www.thensmc.com](http://www.thensmc.com)

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| **TEAM MEMBER** | **AFFILIATION** | **SKILLS/KNOWLEDGE** | **ROLE/RESPONSIBILITIES** |
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| **DECISION MAKING PROCESS** |
| **COMMUNICATION PROCESS** |