

# RDN Communications Quarterly Editorial Process

## What is a “Quarterly Editorial Process”?

A Quarterly Editorial Process is a way for the Marketing & Communications Team to structure and organize project planning for initiative communications deliverables and editorial content in a more proactive way.

Instead of planning out communications tactics as they come up, it supports the organization and its many initiatives to plan ahead – allowing the MarComm Team to plan out their workloads, prioritize tasks accordingly, and populate a content calendar.

The month before each quarter starts, we will gather representatives from each project/initiative in an online meeting to review their contract deliverables for that quarter as well as any upcoming editorial content that would be relevant for our newsletter(s), social media, website and possible media relations.

Depending on the number of ongoing projects, we may book two meetings the month before to divide up staff to reduce the length of a single meeting and so that each staff member has sufficient time to review and provide their content.

*See the meeting and quarter chart below for more information.*

Quarter	Month of “quarterly meeting”
1st quarter: April-June	March
2nd quarter: July - September	June
3rd quarter: October - December	September
4th quarter: January - March	December

## Who is required to attend?

- Project managers and/or coordinators if the manager is not available.
  - Please note it will be the project manager’s responsibility to forward the meeting invite if they are unable to attend.
- Directors and the CEO
- The Marketing & Communications Team

## What will staff need to prepare or bring to these meetings?

It will be RDN staff's responsibility to:

1. Review their project/initiative contracts or project charter to determine any upcoming Communications deliverables and due dates/deadlines for that quarter.
  - For example, SHI has a final report for review, WIL has social media deliverables due, EHC needs a news release, etc.
  - **Note:** Staff aren't required to have all of the details for a specific deliverable known in advance, the MarComm Team can work with you to determine the specifics as we work on the task/project together. But if you do know the specifics, then great!
2. Identify relevant editorial content pertaining to our work for us to communicate online. For example:
  - What's happening in our network that's relevant to RDN and the work we do?
    - E.g., Is one of our partners hosting a cool webinar or announcing a project?
  - What's happening internally at RDN? Are we attending or speaking at any conferences/events and should we be promoting this? Are projects wrapping up and do we have success stories to promote?
  - And anything else staff think would be helpful for us to promote externally.
3. Be familiar with the MarComm Staff Roles & Responsibilities document to understand what the MarComm team is responsible for vs. what staff are responsible for when it comes to their project/task request.

## What will the MarComm Team do with the information from our quarterly meetings?

Once we have met with staff and gathered all of the information into Monday.com, we will:

1. Assign the tasks or projects to a MarComm Team member(s) according to workload and priority.
  - a. Move the item to the MarComm Projects board for ongoing workload tracking.
2. If required, follow up with that project/initiative to go over the details required for the task or project.
3. Add any relevant editorial content identified in our quarterly meetings into our content calendar (in development) for scheduling/distribution across our channels.

4. Assess the MarComm team's capacity to deliver all of the expected work, and discuss with the team's reporting director and/or HR if additional capacity/staffing will be needed. (Note: Keep in mind the recruitment cycle is at least 2 months, so it's important to know what work is coming well in advance.)

**What happens if I forget to bring up a project/task during our quarterly meeting OR if a new deliverable has come up through a conversation with my funder or partner?**

Any items that are not identified at the quarterly meeting or that come up during that quarter can be requested using the Comms Request Form (pinned in the Communications Slack channel).

**Please note:** If possible, the MarComm Team strongly encourages all staff to identify ALL deliverables for that quarter to ensure your project/task receives appropriate priority.

However, things happen and priorities shift. But please know that the MarComm Team *may not* be able to guarantee that an ad-hoc Comms Request and its due date will be met depending on capacity and the number of other projects/priorities. In this instance, the MarComm Team will inform staff as soon as possible if a deadline cannot reasonably be met, and provide recommendations to support the request.