# TECHNOLOGY

## Phase II: Expanding and Integrating

## Activity: Value Propositions for Job Descriptions

### Goals

1. Create a value proposition for a new program position (e.g. community manager, technical lead) to help articulate significance of allocating resources to program leadership

2. Optional: Create a job description for a new program position

### Prerequisites

Job description (optional). If you don't have a job description yet, having samples on hand of job descriptions of similar roles at other projects can be helpful as a starting point.

### Who Should Participate?

Program management (tactical experience), Program staff (operational experience)

### Length

60-90 minutes

### Activity Instructions

1. List the potential responsibilities (i.e. tasks and duties) for the position.

    a. If you already have a job description, you can take the responsibilities list from that.

    b. If you do not already have a job description, this is the place to go broad - not all these elements will make it into a final job description or value proposition.

        i. It can be helpful to set objectives for the number of ideas to be listed and the time to be spent, e.g. "Let's spend 5 minutes coming up with a list of 20 responsibilities / tasks / duties we think this job would cover."

2. Take a quick sticker vote to select the responsibilities that are the most critical / highest priority.

    a. In a sticker vote, each participant is assigned a number of stickers - these can be physical stickers in an in-person event or a specified piece of text (e.g. +1) in a virtual environment. Participants place their stickers or text alongside the options they're voting for, according to the parameters of the exercise (e.g. most important, most likely, most interesting, etc.).

3. For each of your top vote-getters, discuss and capture how the responsibility / task / duty would solve problems faced by your application, program, and/or community or add new benefits. For example, could the person in this role:

    a. Save time and/or resources? Help the project increase resources?

    b. Improve community buy-in and engagement?

    c. Improve the application's quality or functionality?

    d. Eliminate risks the application, program, or community might face?

    e. Help end users use the application more effectively?

    f. Eliminate barriers to adoption?

    g. Create positive social consequences?
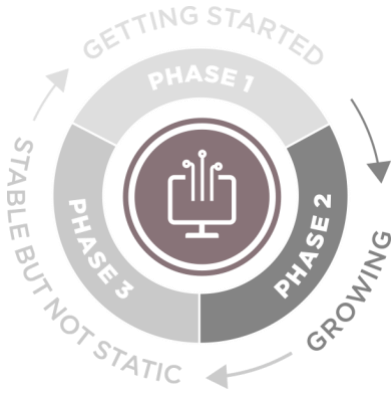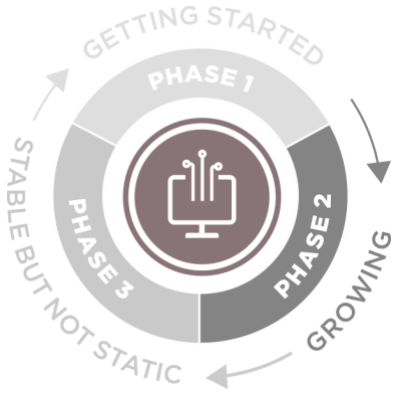
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4. Rank each of the elements articulated in Item 3 as "essential" or "nice to have."

5. Finally, collate the "essential" value proposition elements into a value proposition document.

6. If you don't already have a job description, you can use the top priority elements from Item 2 as the basis for creating one.

7. Share both documents with program leadership.

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