

# Role descriptions

In this project you will work in a team of 4–6 people. Specific roles are outlined below. Designers and entrepreneurs often work as teams because individuals rarely have all the skills needed to make an idea work.

**Project stage:**  
Kickstarting your project

As a team, think about your talents and interests to work out who would suit each role best.



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The Deutsche Bank youth engagement programme



Role:	Description:	Do:	Don't:
<b>Project Manager</b>	<p><b>A good all-rounder who can plan, manage their time and help others work together.</b></p> <ul style="list-style-type: none"> <li>— Has an overview of the whole project</li> <li>— Use student tick list to keep team on task</li> <li>— Delegate tasks so that every team member makes a contribution</li> <li>— Complete the competition entry form with your team in November</li> </ul>	<ul style="list-style-type: none"> <li>— Make decisions</li> <li>— Prioritise tasks</li> <li>— Be a good listener</li> <li>— Inspire and motivate the team</li> </ul>	<ul style="list-style-type: none"> <li>— Be bossy</li> <li>— Expect everyone else to do all the work</li> </ul>
<b>Design Manager</b>	<p><b>Creative people who are skilled at problem -solving and exploring creative ideas.</b></p> <ul style="list-style-type: none"> <li>— Lead the development of creative ideas</li> <li>— Draw designs – from initial sketches to final designs</li> <li>— Make models and prototypes</li> <li>— Create the 3 visualisation sheets</li> </ul>	<ul style="list-style-type: none"> <li>— Help other team members to contribute ideas</li> <li>— Identify potential design problems and investigate solutions</li> </ul>	<ul style="list-style-type: none"> <li>— Ignore the financial and communication aspects of the idea</li> <li>— Forget to get feedback on your ideas and to listen to others</li> </ul>
<b>Communications Manager</b>	<p><b>Confident and good at summarising ideas, understanding other peoples' points of view and presenting.</b></p> <ul style="list-style-type: none"> <li>— Help the team to understand all aspects of the brief</li> <li>— Carry out research into target market</li> <li>— Develop marketing ideas to sell your product to potential buyers</li> <li>— Lead pitch that you will use to present your team's final idea to the judges</li> </ul>	<ul style="list-style-type: none"> <li>— Make sure you understand the finance and design aspects of the project</li> <li>— Think about your product's Unique Selling Point (USP)</li> </ul>	<ul style="list-style-type: none"> <li>— Do all the talking and no listening</li> </ul>
<b>Finance Manager</b>	<p><b>Someone who is good with facts and figures, and with excellent research skills.</b></p> <ul style="list-style-type: none"> <li>— Develop ideas and plans that could make your team's idea profitable</li> <li>— Research the costs of materials to get the best value</li> <li>— Complete finance template showing the budget for your team's competition entry</li> </ul>	<ul style="list-style-type: none"> <li>— Keep your financial plan simple and realistic</li> <li>— Contribute to the creative ideas and communications aspects of project</li> </ul>	<ul style="list-style-type: none"> <li>— Choose low cost over good value</li> <li>— Forget the final price of your product will be around £10, so the total cost to manufacture should be no more than £5 in order to make a profit</li> </ul>

<b>All team members should...</b>	<ul style="list-style-type: none"> <li>— Help come up with initial ideas</li> <li>— Agree on a name for your team and your product</li> <li>— Give positive feedback to other team members</li> </ul>	<ul style="list-style-type: none"> <li>— Consider the environmental aspects the final idea</li> <li>— Decide which charity to donate profits from the sale of your product to</li> <li>— Contribute to the final pitch</li> </ul>
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