

Manifesto for Marketing and Communications Department Coordinator

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My involvement in Joomla has been from the very beginning.

My clients have included Shell, NHS, UK Police, large organisations and international charities.

I have been running the London Joomla User Group for over a decade. One of the largest Joomla User Groups in the world and running monthly meetings.

My involvement with the CMS release team has been fun, and educational, both as a member and the team lead. I identified a brilliant successor, Sigrid Gramlinger, who has made the role her own and taken it forward.

Then I moved to Google Summer of Code, GSoC, when that position became vacant and, with the help of Benjamin and Shivam, took on that role and managed to get a successful application and five slots for this year's GSoC with the help of the team.

World Conferences, Joomla Days and J&Beyond are events I have attended, sometimes as a speaker and sometimes as an attendee.

A member of production for the last five years.

Recently joined the new events team as its assistant under the leadership of SD and look forward to pushing that along with others help.

I started the Bugs&Fun@Home channel on Glip as well as several other channels which are IDE related. Any channel I am involved in is a place for open and friendly conversation. I have and expect no place for any toxic behaviour.

This helps those channels to succeed.

The above is for those that do not know me and is from my last manifesto, which was written three months ago.

Three months that have been part of a very steep learning curve to get up to speed with both the Marketing and Communications department but also OSM

When I wrote my last manifesto, it was with little knowledge of what was held in the document folders of OSM and with little insight into the Marketing and Communications departments processes and procedures.

Three months has shot by, and I have been expertly helped by the small team we have in marketing and the Social media team and the few I have managed to bring into the process.

So what have I brought to the role, and I can continue to work to fruition?

In my first manifesto, I pledged several things.

To attend all the meetings of OSM but also many departmental meetings. This I have managed to keep.

With the release of Joomla 4, the coordination between Production and Marketing has never been more critical. Without the conduit, it would not have gone anywhere nearly as smoothly. Marketing does need longer timelines to get things in place than Productions decisions would sometimes allow, and being able to hear all that's happening and plan strategies around the events unfolding has proved vital.

I would continue this and extend it into other teams when and where needed.

That's a lot of meetings...but I think it's vital there are no road blocks to communications.

What's the plan?

Situation

I joined the board just as the budget was due. I was able to put Marketings case and to highlight funds needed. I would want to continue with this and ensure that marketing has access to the funds required when we need to push out to the world.

Objectives

As well as announcing the arrival of Joomla4, a significant objective of the marketing campaign will be to build the global community and promote Joomla as a CMS to potential users who are not aware of it. To do this, we need to be raising awareness of the product with not only the existing Joomla community but also web admins and users of competing CMS along with IT/marketing influences within potential organisations.

Opportunities

The marketing of Joomla4 provides many opportunities to highlight why Joomla is the CMS of choice for vast numbers of users and position it as an open-source CMS of choice.

There are also opportunities to demonstrate the use of Joomla and to encourage users to join the growing community.

We have many fronts to work on and will need the cooperation of many people to make it work.

This has started with the

Joomla4All campaign

It has been posted in all the release notices and features on the upcoming landing page. But it has legs and will be extended and grow into other areas of Joomla.

As it's developed, it's clear that Joomla4xxxxx highlights areas that Joomla can help users, and this simple message will grow over the year if I remain as DC of Marketing.

xxxxx4Joomla

While writing the Joomla4 campaign highlights over the last few months, I realised there is a second campaign once J4 is launched and settled. That is the re-engagement with the community. Those we have lost over the months and years—also, the engagement of a whole new workforce of volunteers.

And this is where the 4Joomla campaign comes in. I would want to launch several initiatives such as

- Help4Joomla
- Support4Joomla
- Time4Joomla

The Time4Joomla section is where we ask people and businesses to donate some time to help those resources that Joomla so desperately needs.

Support4Joomla would spearhead the outreach to third party integrations that Joomla should be part of. When you go to use a third-party service of software and there is a WordPress integration, a Drupal one but no Joomla one. This is an area that we can easily bridge with just a little thought and coordinated work but will have a large impact on the Joomla takeup amongst people who need these third party services.

Help4Joomla is where I see Partners and Sponsors fitting in. We already have some awesome partners and sponsors, and in the short time since the election, I have managed to push a few at no cost to Joomla, but I see many benefits with the Sponsors keen to outreach to JUGs and Events to get their message out. Several have expressed the desire to produce webinars and resources which would be of huge benefit to JUGS so with the Help4Joomla campaign developing over the coming year I would want this to really boost and develop our sponsor/partnership engagement to the benefit of us all.

It's in the Job title, Department Coordinator!

It is a post that's designed for networking and coordinating with others. It is only with others in the community that I will succeed in this post. So far, I have enjoyed an amicable and cooperative relationship with the teams I have enjoyed working with within Marketing. I hope a full term will cement this and grow the culture of encouragement that's evident in these teams.

I would like to be judged not just by how much marketing and communications take place for Joomla4 but also by the team that's produced and the successors I bring on when I leave the post.

It would be an honour to represent the Marketing and Communications Department for a full term and help the department do its bit in making Joomla4 a great success but also in growing the community.

Yours sincerely,

Phil Walton.