

How does a user become a manager?

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A user can be assigned the **Manager** role in a channel in two main ways:

- **Through the end-user entitlements CSV:** Admins can use this file to assign manager, contributor, or member permissions for each user and channel.
- **By creating a channel:** Any authorized user who creates a channel is automatically set as the channel owner, which includes manager permissions. The owner can then add other users as managers, contributors, or members.



Want to know what a manager can do? See [Video Portal and KAF roles and permissions](#).