

THE GEPLÉ PROJECT

Gender Equality Political Leadership Education

How to: Building your team

Your team will be essential to your success. There are a number of roles that should be fulfilled. Some roles may be fulfilled by more than one person or some may double up, for example the Election Agent may also be the Fundraising Manager. It is important that everyone has clarity about their role and is supported during the campaign.

Campaign Manager

- Capable of planning and sticking to the plan
- Has the time to manage the campaign and candidate on a day-to-day basis
- Good at dealing with stress and people
- Able to tell the candidate what to do and when
- Someone the candidate will listen to – even when they don't like what they are told
- Preferably someone who knows the constituency
- *Should not be a partner/child/parent*

Campaign Advisor

- Can work with the candidate and campaign manager
- Someone with expertise on politics, campaigning, constituency or media
- *Should not be involved in day-to-day decision making*

Election Agent

- Responsible for receipt of donations and all campaign expenditure
- Responsible for making the election return to the Standards in Public Office
- Someone with good attention to detail and discrete

Canvassing manager

- Co-ordinates canvassing and volunteers
- Keeps records of areas covered by teams and candidate
- Ensure canvass returns are made – registers are marked and queries are answered

Canvassers

- Local knowledge is a big advantage
- Should be capable of talking about the candidate and the campaign

Fundraising/events Manager

- Organises fundraising events
- Identifies potential donors
- Introduces candidate to potential donors
- Follows up with donors and ensures that donations are in line with regulations

Public relations/press officer

- Co-ordinates and delivers on media plan
- Prepares briefings for candidate and canvassers
- Helps to prep candidate for interviews
- Point for contact for media and journalists
- May also fulfil the **online media manager role**
- Keep social media channels and website updated

Poster manager

- Co-ordinates the erection of posters
- Identifies sites for garden signs
- Co-ordinates taking down of posters (essential as you will be subject to fines)

Candidate PA

- Role may be fulfilled by several different people in the course of a campaign
- Travels/canvasses with the candidate
- Ensures queries to candidate are responded to in a timely way
- Co-ordinates the candidate's diary – events, canvassing, speaking engagements
- Is point of phone contact for the candidate who should never answer a phone when canvassing/meeting voters