

Appendix

APPENDIX 1: TEAM ROLES

Let's see how your ideal compares to the list of team roles in the attached. Here are some typical roles that your team should fill:

Official Agent (required by law for certain elections)

- At the territorial and federal levels, you must name an official agent when you register your name as a candidate. This person is responsible for keeping track of expenses and contributions, and for submitting the records to the Chief Electoral Leader at the appropriate time.
- Qualifications for this role include someone who is well-organized with a bookkeeping or accounting background.
- It also helps if this person is well known throughout the community, as their name must appear on all of your signage and advertising.
- Keep in mind that an official agent cannot be a candidate, a returning officer, a poll clerk, or an employee of the GNWT.

Campaign Manager

- This person will oversee all of the other individuals on the campaign team as well as advise the candidate of their daily campaign schedule.
- Qualifications for this role include someone with strong political experience and someone that is trusted and respected with strong organizational and people skills.

Finance Coordinator

- This person is responsible for the bookkeeping and fundraising and will work closely with the Official Agent.
- Qualifications include experience managing bookkeeping records, is highly organized, and has an awareness of all rules associated with campaign expenses.

Volunteer Coordinator

- This person is responsible for recruiting and managing the volunteers in your campaign.
- This person assigns volunteers to different tasks in the campaign and often assists with the scheduling.
- In most cases, this person also recruits drivers with vehicles that can volunteer during Election Day.
- In campaigns without a separate Canvassing Coordinator, this person also assigns volunteers as canvassers who either canvass the public by phone or door-to-door.

Canvassing Coordinator

- This person works closely to recruit and manage the campaign volunteers for canvassing opportunities.
- They strategically set the canvassing schedule to maximize the efforts of those canvassing.
- Canvassers may be able to share where they feel voting support is focused and will inform the Canvassing Coordinator to allow for a sense of support leading up to the election.
- Canvassing Coordinators also amalgamate all of the questions and concerns that canvassers hear while they are canvassing and make sure that all information is passed on to the Campaign Manager to action as needed.

Campaign Headquarters and Office Manager (where applicable)

- This person looks after the campaign headquarters, including replenishing office supplies.
- This person welcomes guests and volunteers, answers the main phone line, and retrieves messages.
- Depending on the structure of your campaign, they may maintain the database or voter lists for your campaign, which is important in identifying your supporters.

Communications Coordinator

- This person arranges for media interviews and prepares news releases in conjunction with the candidate, campaign managers, and researcher.
- This person also schedules and designs all advertising and articles submissions and handles all digital advertising, such as the campaign's website, and monitors and supports the candidate's social media accounts.

Signs Coordinator

- This person supervises the ordering and installation of posters, lawn signs, billboards, etc.
- They monitor current signs for vandalism, theft or if they have fallen and replace them quickly.
- They also organize a clean-up crew to remove campaign material following the election.

Researcher/Information Officer

- This person locates the necessary information to inform the candidate about issues and may help to write background material for speeches, public forums and debates, news releases, and pamphlets.
- This person may also monitor community stories in newspapers and online which are relative to campaign issues.

Election Day Coordinator

- This person organizes schedules on Election Day and may organize drivers and childcare for voters who need them.
- They will manage volunteers to phone potential voters to get them to the polls and identify how to offer voter support.
- They will also post polling results in the campaign headquarters as they become available and organize the post-election party for the evening of polling day.

Community Liaison

- If you are in a riding that has several communities that you need to access, it helps to have a point person or mini team in each of those communities working on your team.
- This person(s) can help with canvassing and identifying the key issues unique to that community.