



President Mohammed Waheed Hassan

Maldives Presidential Election (2012-2013)

Campaign Roles Description

Campaign Manager

As far as contact between the Waheed Campaign and Newgrange, this is where the buck stops. This is the person ultimately responsible for implementing the overall campaign plan and strategy. This person will be involved in all aspects of the campaign ranging from message development to overall operations and this is the person that Newgrange will contact if the campaign is off schedule or off strategy in any way. This person's role also covers the entire Maldives, not just a specific island or atoll but territory wide.

Importance: Extremely High

Island / Atoll "Field Directors"

These individuals will be responsible for implementing all of the "field" operational aspects of the Waheed campaign on their respective islands, atolls, or neighborhoods. This will include the overseeing and managing of the various field campaign activities (i.e. Phone Banking, Door to Door Ops, Volunteer Coordination) to ensure that their areas are adhering to the respective campaign timelines and are up to date with campaign tasks as per the campaign's critical path.

Importance: Extremely High

Scheduler

This is the person responsible for all scheduling activities of the Waheed Presidential Campaign as well as the scheduling of all activities related to President Waheed both as President and as Candidate. This includes all candidate activity relative to campaign events and task, fundraising, and personal time. This individual shall also be aware of non candidate related campaign events and activities that are to be scheduled as part of the President's official duties.

Importance: Very High (Role can be handled by Official Presidential Government Scheduler)

Database Director

This individual is the direct link for the Waheed Campaign to the Newgrange Campaign Software Applications. This individual should be committed full time to making sure that ***ALL*** the data collected by the campaign and the data related to key campaign operations that have been completed are entered into the database system on a Day to Day basis. It is of critical importance that the individual who fills this role commits to a Day to Day involvement with the Newgrange software systems.

Importance: Extremely High

Press Operations

Individual handles the creation, drafting, and delivery of press releases (with assistance and advice of designated Newgrange contacts to the local and international media. This person will also handle the day to day contact and follow up with the press to make sure that President Waheed and the Waheed Campaign and the local press are kept abreast of any / all media updates to the development of the overall campaign.

Importance: Extremely High



Volunteer Coordinators

These individuals which will also be island / atoll based are the “life blood” of the volunteer recruitment, development, and retention of the campaign. They should have a pleasant demeanor and should be very organized and prompt in following up to those people who have volunteered to help the campaign and identifying how those new volunteers want to be of help to the Waheed Campaign. The Volunteer Coordinators are the greeters, the organizers and the part time counselors to the volunteer army of the Waheed Campaign.

Importance: Extremely High

Phone Bank Coordinators

These individuals will be responsible for coordinating all aspects of the Island / Atoll based Phone Banking programs of the campaign. This will entail the securing of phone bank locations, coordination with the Island Volunteer Coordinators to identify phone banking volunteers and developing a phone banking team, receiving and delivering phone banking sheets from the Database Director and managing all aspects of the overall phone banking operations.

Importance: Extremely High

Door to Door Coordinator

These individuals shall coordinate the overall door to door and literature drop program for the Waheed Campaign. This coordination will involve the scheduling of neighborhoods to walk, securing and returning of the door to door lists to and from the Database Director, and putting together the walk kits (includes: clipboards, maps, pens, etc...)

Importance: High (Will also depend on the amount of the district that can be visited door to door – i.e. large geographical areas)

