

Lead Roles In An Election Monitoring Scenario
July 2013

Number	Role	Description
1.	Overall project manager	<ul style="list-style-type: none"> ▪ Define the scope of the project in collaboration with partner leads ▪ Source for necessary partners and form collaborations ▪ Create a detailed work plan which identifies and sequences activities needed to successfully complete the deployment ▪ Determine the resources (time, money, equipment, etc.) required to effectively carry out a deployment ▪ Determine the objectives and measures upon which the deployment will be evaluated at its completion ▪ He or she should have knowledge of local landscape/context i.e. pertinent organizations to the deployment ▪ Create documentation ▪ Good project management skills ▪ Conducts project meetings and is responsible for project tracking and analysis ▪ Able to lead project teams and delegate work ▪ Ensures adherence to quality standards and reviews project deliverables ▪ Personal characteristics: Good communication skills, creativity and innovation, foster teamwork, ability to make good decisions, solve problems and conflicts, lead positively and organize tasks well.
2.	Partner Leads (each organization to have a lead reporting to the overall partnership lead)	<p>Together with overall project manager:</p> <ul style="list-style-type: none"> ▪ Overall planning, management and completion of deployment ▪ Define project scope and objectives, develop detailed work plans, schedules, project estimates, resource plans and status reports for each partner ▪ Identify resource requirements, meet training needs for volunteers, define project deliverables and what each partner can provide ▪ Create documentation ▪ Maintain effective communication between each other, overall partnership lead and internally with their organizations on deployment progress ▪ Personal traits: good oral presentation skills, decision making and problem solving skills, ability to lead, motivate and supervise teams.
3.	Fundraising manager	<ul style="list-style-type: none"> ▪ Ability to develop strategies and setting fundraising targets ▪ Identify and research potential funding opportunities ▪ Ability to write good concept notes/proposals and grants ▪ Cultivating relationships with potential and present donors ▪ Overseeing fundraising campaigns and events ▪ Preparing and giving presentations ▪ Knowledge of current funding opportunities ▪ Knowledge of funding cycles – so as not to get locked out of application periods ▪ Maintain donor database (documentation) ▪ Personal attributes: Tenacity of will to communicate with funders over long periods of time, outgoing, friendly,

		persuasive communicators, excellent writing, optimistic, passionate, authentic.
4.	Research firm	<ul style="list-style-type: none"> ▪ Document processes leading up to the deployment ▪ Use evaluation methods and the documentation to understand how to make the initiative more sustainable and scalable (Undertake ethnographic research, conduct qualitative and/or quantitative surveys and use statistical software to manage and organize information) ▪ Develop a set of metrics to aid the evaluation and analyze the replicability of the deployment process so as to provide targeted recommendations for scaling up the initiative ▪ Assess and measure citizen satisfaction ▪ Measure the effectiveness of marketing, advertising, and communications programs and strategies ▪ Analyzing and interpreting data to identify patterns and solutions ▪ Writing detailed reports and presenting results ▪ Advise partnership on how best to use research findings
5.	Media (publicity and outreach) manager	<ul style="list-style-type: none"> ▪ Develop and maintain a comprehensive media strategy in collaboration with the overall project manager and partner leads that defines how media marketing techniques will be applied to increase visibility and traffic of the deployment ▪ Define key performance indicators and implement enterprise level measurement, analytics, and reporting methods to gauge success ▪ Act as a key representative and spokesperson of the deployment and source for key persons within partner organizations that can be point spokespersons ▪ Create project documentation ▪ Source for collaborations with traditional media houses for promotion of the deployment to citizens ▪ Social media: Overseeing social media accounts and initiatives, create engaging and professional visuals that communicate the deployment brand, ensuring excellence in digital services and project/ staff efficiencies; supervising and leading production resources on social media projects ▪ Personal attributes: Energetic, digital minded, enthusiastic, demonstrated leadership skills, project management experience, proficient strategic and analytical thinking skills effective delegation skills, strong written, verbal, time management and organizational skills and flexibility
6.	Technology	<ul style="list-style-type: none"> ▪ Oversee development and customization of the platform to suit the local context ▪ Sourcing for a skilled team to develop the platform ▪ Maintenance of the platform during the actual deployment ▪ Preserves assets by implementing disaster recovery and backup procedures and information security and control structures ▪ Work with overall project manager and partner leads to ensure partner tech requirements are met ▪ Create project documentation ▪ Personal traits: Supervisory, team building, decision making, problem solving, flexibility and presentation skills

7.	Personnel Lead	<ul style="list-style-type: none"> ▪ Maintain organization by establishing a recruiting program for digital volunteers – both local and global ▪ Liaising with partner leads to establish the same program for on the ground volunteers recruited by partner organizations ▪ Identify appropriate digital team co-leads (both global and local) ▪ Work with co-leads and technology manager to develop workflows for the deployment ▪ Analyze and develop a training program that must include simulations to test workflows with volunteers ▪ Program for exit interviews after the end of the deployment of all volunteers ▪ Maintain volunteer records ▪ Allocation of volunteers to different digital teams ensuring appropriate matches of skill and workload ▪ Perform difficult personnel duties e.g. dealing with understaffing, managing disputes, and administering disciplinary procedures ▪ In collaboration with co-leads, serve as a link between management and volunteers by handling deployment related questions, etc. ▪ Personal attributes: Strong communication and interpersonal skills, decisive judgment, planning and organizing, integrity, discretion, ability to manage, motivate and develop others. Strong process and quality orientation, and results orientation
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