



Position Description

Amnesty International Australia
www.amnesty.org.au

Job Title:	Supporter Acquisition Manager
Reporting to:	Fundraising Manager
Location:	Sydney Action Centre. This role may involve interstate travel.
Hours:	Full-time, 75 hours per fortnight (flexible)
Grade:	Level 9.1
Effective Date:	July 2018
Job Overview:	<p>The Supporter Acquisition Manager oversees the planning, development, maintenance and monitoring of all acquisition fundraising programs.</p>

This position has specific responsibilities for the recruitment of Amnesty International Australia's financial supporters. This includes the acquisition of both regular givers (Human Rights Defenders) and occasional donors through a range of channels including Face to Face, Field Marketing, Tele-fundraising, Digital and other innovations.

The role of Supporter Acquisition Manager has a high level of autonomy and is responsible for programs that will generate over 19,000 new regular givers and 3,000 cash supporters in 2018. The role currently has 3 direct reports.

Main Responsibilities:

- Develop and manage all acquisition programs, budgets and expenditure to meet fundraising strategic objectives and targets (including number of new regular givers, cost per acquisition and ROI)
- Provide regular reviews, analysis and reports against program objectives to identify growth opportunities and areas for improvement
- Develop innovative and best practice strategy, plans and tactics to grow the program
- Develop and maintain high level relationships with agencies and other service providers including developing briefs and overseeing production schedules and approval processes
- Ensure acquisition programs are integrated into broader organisational campaigns and communication objectives, utilising opportunities when they arise
- Ensure all materials and content are of high quality, relevant and timely
- Work with the Retention team to ensure new donors are retained and engaged
- Ensure the good governance of AIA's fundraising programs through compliance with government legislation and regulation, AIA policies and contractual obligations
- Lead and manage the supporter acquisition team to
- Performing role to a high standard within agreed timelines, and in line with AIA's vision and values
- Other tasks within your skills and competence as required

**Essential Qualifications,
Skills and Experience:**

- Demonstrated high level fundraising/marketing skills, creativity and experience, including the ability to identify opportunities and implement innovative solutions
- Demonstrated strategic planning and project management skills
- Strong experience in developing and managing acquisition programs including face to face, telemarketing and digital
- Ability to establish and monitor large budgets
- Excellent interpersonal skills and negotiation skills and relevant high level oral and written communication skills
- Experience in supervising and supporting paid and/or unpaid staff
- Strong work ethic: energy, initiative, vision and commitment

**Desirable Qualifications,
Skills and Experience:**

- Marketing, Fundraising or other relevant higher education qualifications
- Experience in working in a large international non profit organisation
- Understanding of and commitment to human rights

**Measurement and
Review:**

- Probationary period (new starters only)
- Annual Appraisal
- Feedback from Manager and key relationships relevant to position
- 360 degree review (Manager's only/remove if not relevant)

Key Relationships

- Fundraising Team
- Senior Leadership Team (SLT)
- Fundraising Manager
- Supporter Acquisition Coordinators
- Retention Team
- Campaigns and Communications Team
- Data Team
- Supporters
- Suppliers

About Amnesty International Australia

We are an independent, global movement that campaigns courageously for human rights for everyone.

We're ordinary people from all walks of life, using our passion and commitment to bring torturers to justice, change oppressive laws and free people imprisoned just for voicing their opinion.

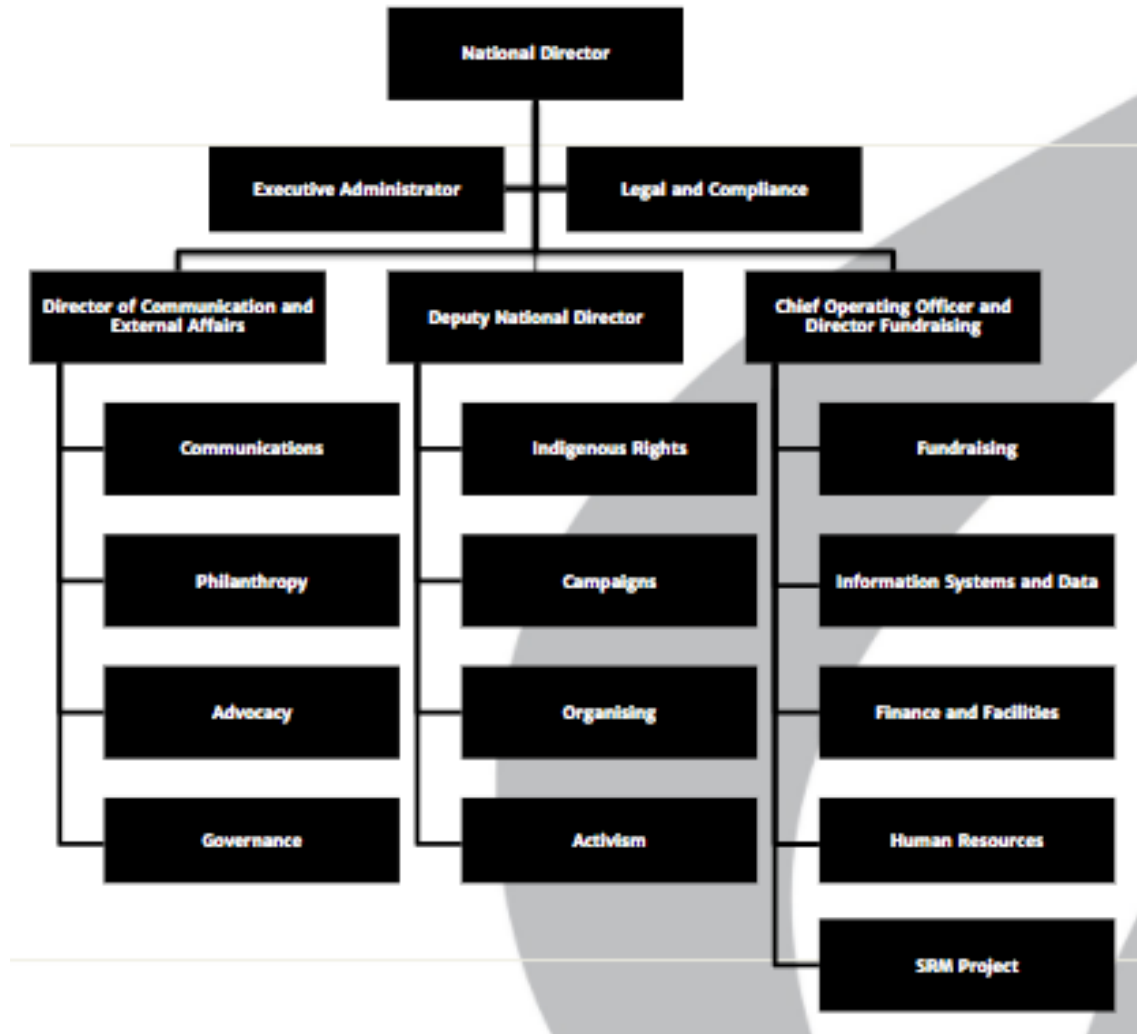
We're independent of any government, political ideology, economic interest or religion to ensure we can speak out on human rights abuses wherever they occur.

We stand for equality, justice, freedom, and human dignity and uphold these values:

- **Empowerment** – we build people power
- **Persistence** – we are resolute in pursuit of our goals
- **Integrity** – we hold ourselves to the highest standards
- **Courage** – we are fearless in upholding human rights

Every day we move closer to a world where human rights are enjoyed by all.

Organisational structure



Acceptance

Name: _____

Signature: _____

Date: _____