



Position Title:	Individual Giving Coordinator - Face to Face
Reporting to:	Individual Giving Lead - Acquisition
Team/Department:	Individual Giving – Acquisition
Location:	Based in Sydney Action Centre. The role will involve interstate travel as required.
Hours:	75 hours per fortnight
Grade:	Level 6
Effective Date:	18 March 2019
Position Overview:	<p>The Individual Giving Coordinator - Face to Face is responsible for the day-to-day management of the face to face and related acquisition programs. The role is to recruit regular givers (Human Rights Defenders), whilst testing new approaches and fundraising techniques to ensure engaged donors are recruited and stewarded through a tailored supporter journey.</p> <p>This role takes on the responsibility for account management of face to face and other direct engagement third party suppliers.</p> <p>The Individual Giving Coordinator - Face to Face works closely with the Individual Giving Leads and Supporter Engagement on development of program strategy, budget re-forecasting and ensuring targets/objectives are met. They work closely with Contract and Facilities in ensuring rigorous negotiation and monitoring of our agreements with service providers.</p> <p>This program is a vital part of the organisation's fundraising mix, recruiting more than 10,000 Human Rights Defenders in 2019. The F2F program will be focused on strengthening relationships with our suppliers and key fundraisers, coordinating training sessions and rewarding and recognising outstanding fundraisers working on the program. The goal is to increase the quality of the donor experience leading to an increase the retention of our new donors.</p>
Main Responsibilities:	<ul style="list-style-type: none">• Manage relationships with service providers to ensure integrity of programs• Work closely with Legal Counsel in ensuring fulfilment of contracts and service agreements• Monitor and achieve annual and long term KPIs, ROI and LTV• Drive the implementation and coordination of face to face and related acquisition programs, including monitoring and updating budgets and plans to improve and develop program• Monitor and 'mystery shop' face to face teams to ensure quality and consistency



of recruitment

- Work with the Individual Giving Team and Supporter Engagement to ensure new supporters are retained and engaged, especially during the donor's first 6 months. Monitor and evaluate the retention of donors against individual suppliers and recruitment method
- Coordinate training sessions to ensure regular training and other engagement for each supplier
- Respond to complaints in a consistent, high quality, relevant and timely manner, including working with Supporter Care to coordinate and record relevant information
- Drive innovation with new initiatives and ensuring the best practice internal processes for growth and efficiencies
- Producing and delivering communications as relevant to the role, using a range of channels and technologies
- Performing the role to a high standard within agreed timelines, and in line with Amnesty International Australia's (AI Australia's) vision
- Other tasks within your skills and competence as required

**Essential
Qualifications, Skills
and Experience:**

- High level communication & interpersonal skills - EI - (written, face to face, telephone, social media)
- Demonstrated planning and project coordination skills
- Proven ability to work to, monitor and report against specific project targets
- Ability to identify opportunities and offer creative and innovative solutions to problems
- Excellent interpersonal skills and negotiation skills and relevant high level oral and written communication skills - especially in delivering trainings to large groups
- Strong work ethic: energy, initiative, vision and commitment
- Knowledge of fundraising techniques and principles, including methods of tracking and monitoring
- Experience in all key aspects of face to face recruitment campaigns and/or other related supporter recruitment techniques for a non-profit organisation
- Familiarity with human rights issues and social change methods and tactics, including experience of mass mobilisation, activism and organising techniques
- Demonstrated experience in or commitment to working with rights holders

**Desirable
Qualifications, Skills
and Experience:**

- Marketing, Fundraising or other relevant higher education qualifications
- Experience in working in a large international non profit organisation and an understanding of and commitment to human rights
- Experience in other acquisition channels for individual donors (Telemarketing, DRTV, Direct Mail etc)

Key Relationships

- Staff
- Individual Giving Lead (Acquisition)



- Training and liaison Coordinator
- Individual Giving Team
- Contract and Facilities Lead
- Supporter Engagement
- Movement
- Supporter Care Lead and Team
- International Secretariat (global face to face coordinator)
- Supporters
- Face to face recruits
- Pledgers
- Volunteers
- External
- Face to face suppliers
- Industry groups (PFRA)

How we work:

In meeting the responsibilities set out in this Position Description, all AI Australia staff are expected to:

- Facilitate, empower and enable the active participation of rights holders
- Be a positive advocate for Amnesty and our work, demonstrating our values of Empowerment, Integrity, Persistence and Courage
- Demonstrate emotional intelligence and a commitment to excellence in your interactions with colleagues, supporters, stakeholders and members of the public
- Always act in the interest of members and supporters
- Work with and empower volunteers, activists and members
- Implement the principles of Equal Employment Opportunity and actively contribute to growing a more diverse and inclusive Amnesty
- Understand your Work Health and Safety (WHS) responsibilities and ensure the health, safety and wellbeing of yourself and others at work
- Contribute to the quality and hygiene of organisational data and protect privacy
- Produce and deliver communications that are relevant to the role, using a variety of communications channels and technologies
- Develop understanding of human rights issues and social change methods and tactics, including experience of mass mobilisation, activism, organising, fundraising and campaigning techniques



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.

Acceptance

Name:

Signature:

Date:

