



<b>Position Title:</b>	Individual Giving Lead - Development and Loyalty
<b>Reporting to:</b>	Fundraising and Philanthropy Director
<b>Team/Department:</b>	Individual Giving
<b>Location:</b>	Based in Sydney Action Centre. The role will involve interstate travel.
<b>Hours:</b>	75 hours per fortnight
<b>Grade:</b>	Level 9
<b>Effective Date:</b>	18 March 2019

<b>Position Overview:</b>	<p>The Individual Giving Lead - Development and Loyalty oversees the planning, development, maintenance and monitoring of loyalty and retention fundraising programs. This focuses on giving from existing donors, in particular, through upgrade, cash and retention initiatives.</p> <p>This position has specific responsibilities for the stewardship and retention of the organisation's financial supporters, in line with Amnesty's Supporter Engagement strategy and KPIs. This is focused on our regular givers (Human Rights Defenders) and one off donors. This will be through a range of channels including telemarketing, direct mail, digital and other emerging channels.</p> <p>The role of Individual Giving Lead - Development and Loyalty is responsible for programs that will maintain our pledge base that generates a majority of the organisations budget and well as cash income of over \$4 million.</p> <p>This position will work in partnership with the Individual Giving Lead - Acquisition and the Retention and Supporter Journeys Lead to ensure an effective and well targeted individual giving program for Amnesty International Australia.</p>
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<b>Main Responsibilities:</b>	<ul style="list-style-type: none"><li>• Develop and manage individual giving development and loyalty programs, budgets and expenditure to meet fundraising strategic objectives and targets</li><li>• Provide regular reviews, analysis and reports against program objectives to identify growth opportunities and areas for improvement</li><li>• Develop innovative and best practice strategy, plans and tactics to grow the program</li><li>• Develop and maintain high level relationships with agencies and other service providers including developing briefs and overseeing production schedules and approval processes</li><li>• Ensure development and loyalty programs are integrated into broader organisational campaigns and communication objectives, utilising opportunities</li></ul>
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when they arise

- Ensure all materials and content are of high quality, relevant and timely
- Work hand in glove/closely with the Individual Giving - Acquisition and key roles in Supporter Engagement and Movement to ensure donors and prospects are retained and engaged
- Ensure the good governance of fundraising programs through compliance with government legislation and regulation, AI Australia's policies and contractual obligations
- Lead and manage the Individual Giving - Development and Loyalty Team
- 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 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 analytical skills, including ability to utilise CRM tools and systems
- Strong experience in developing and managing development, loyalty and retention programs including telemarketing, direct mail and digital
- Ability to establish and monitor large budgets
- Excellent interpersonal 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
- Prior management experience in leading, motivating, supervising and supporting staff and volunteers
- 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
- Understanding of and commitment to human rights

**Key Relationships**

- Staff
- Fundraising and Philanthropy Director
- Individual Giving Lead (Acquisition)
- Individual Giving Team



- Contract and Facilities Lead
- Supporter Engagement and Retention Director
- Retention and Supporter Journeys Lead
- Supporter Care Lead and Team
- International Secretariat (global retention and content leads)
- Supporters
- HRDs and cash donors
- Members
- Volunteers
- External
- Peers in sector
- Suppliers
- Industry groups (FIA, 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.

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### Acceptance

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

