



Position Title:	Donor Acquisition Assistant
Reporting to:	TBC
Team/Department:	Individual Giving (Acquisition)
Location:	Based in any Action Centre. The role will involve interstate travel as required.
Hours:	75 hours per fortnight
Grade:	Level 3
Effective Date:	11th March - 25th September
Position Overview:	<p>The Donor Acquisition Assistant will provide ongoing campaign support to the Supporter Acquisition team to raise millions of dollars for human rights and achieve ambitious growth plans in 2022 and beyond.</p> <p>This role will assist in acquiring and retaining new supporters who contribute funds and take action for human rights including indigenous rights, refugee rights and individuals who have been unjustly detained. The role will assist with developing and launching new loyalty campaigns and will also provide support to telemarketing acquisition and retention campaigns.</p> <p>It is an exciting contract role which offers an opportunity to develop skills and knowledge of fundraising as well as contributing to human rights change.</p>
Main Responsibilities:	<ul style="list-style-type: none">• Assist the Acquisition team with developing new supporter retention journeys that demonstrate the human rights impact that supporters are having• Assist with building supporter emails and landing pages• Moderate and engage with comments on Facebook ads as required• Assist with developing briefing documents for suppliers including updates on Amnesty's human rights wins• Assist with facilitating fundraiser training across Australia - in person or virtually• Conduct regular quality assurance on telephone campaigns, for example listening to calls and providing feedback (including calls that aim to retain Amnesty supporters - "Thank You", calls that win back supporters, "Reactivation", calls that inspire the supporter to increase their giving "Upgrade", or calls that inspire the public to become a regular donor - "Conversion")• Assisting with checking print proofs for loyalty mailings• Responsible for recording outgoing communications in the database• Responsible for checking and supplying data• Responsible for submitting invoices



- Performing the role to a high standard within agreed timelines, and in line with AI Australia's vision
- Other tasks within your skills and competence as required

Essential Qualifications, Skills and Experience:

- High level communication & interpersonal skills - (written, face to face, telephone, social media)
- Excellent presentation skills and confidence in presenting in front of a group
- Good interpersonal skills, including ability to build effective relationships
- Excellent organisational skills, including the ability to work to timelines and across competing priorities
- High level of familiarity using Google Sheets, Slides and Docs
- Familiarity with human rights issues
- Ability to work within a team environment

Desirable Qualifications, Skills and Experience:

- Experience in moderating/ supporting the management of social media platforms
- Experience in fundraising programs, in particular digital/or telemarketing

Key Relationships

- Loyalty Coordinators
- Face to Face Coordinator
- Individual Giving Acquisition Team
- Development Team
- Philanthropy Team
- Supporter Engagement Team
- Movement Team
- Regular donors (HRDs)
- Suppliers

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: _____

