



Position Title:	Individual Giving Coordinator - Direct Marketing
Reporting to:	Individual Giving Lead - Development and Loyalty
Team/Department:	Individual Giving - Development and Loyalty
Location:	Based in any Amnesty International Australia (AIA) Action Centre. The role will involve international/ interstate/regional travel as required.
Hours:	75 hours per fortnight
Grade:	Level 6
Effective Date:	16 May 2022
Position Overview:	<p>The Individual Giving Coordinator - Direct Marketing plays a key role in the planning, development, maintenance and monitoring of fundraising and direct marketing programs and day-to-day fundraising operations in line with organisational plans and objectives.</p> <p>The role sits within the Individual Giving area, whose aims are to recruit and retain regular and one off donors through a variety of channels and tactics. This role is responsible for coordinating our multichannel fundraising appeals, with a focus on the supporter journeys of our cash donors.</p> <p>Reporting to the Individual Giving Lead - Development and Loyalty, this position has a high level of autonomy and is responsible for the day-to-day management and supplier relationships required to deliver our fundraising appeal program and associated income.</p> <p>Regular performance tracking, analysis and reporting is also required to contribute to the strategic direction of the direct marketing program.</p>
Main Responsibilities:	<ul style="list-style-type: none">• Coordinate our program of direct mail activities, including the annual program of mail appeals to existing supporters• Undertake all steps in the production of mail appeals, including coordinating the work of suppliers• Monitor, analyse and achieve annual and long term KPIs, ROI and LTV• Utilise Baramba (Amnesty's CRM) and liaise with the Data Insights and Analytics team to ensure appropriate targeting and segmentation of supporters• Work with the Individual Giving Team and Supporter Engagement to ensure supporters are retained and engaged, especially during the donor's first 6 months• Respond to complaints and feedback in a consistent, high quality, relevant and timely manner, including working with the Supporter Care team to coordinate and record relevant information• Drive innovation through new initiatives whilst ensuring best practice internal processes are followed to deliver growth and efficiencies



- Undertake other fundraising coordination tasks as required as part of the individual giving strategy
- Manage relationships with service providers to ensure integrity of programs and that content produced is in line with brand and values
- Produce and deliver communications as relevant to the role, using a range of channels and technologies
- Perform the role to a high standard within agreed timelines, and in line with AIA'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)
- 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
- Strong work ethic: energy, initiative, vision and commitment
- Proven experience managing direct mail communications, including print and production management
- Experience of targeting, segmentation and personalisation techniques
- Ability to utilise CRM to analyse and extract data
- Knowledge of fundraising best practice, techniques and principles, including methods of tracking and monitoring
- Experience in all key aspects of fundraising direct marketing campaigns and/or other related techniques for a non-profit organisation, including strategy development and implementation
- Experience of fundraising and/or relationship marketing tactics and principals
- 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 and people with lived experience

Desirable Qualifications, Skills and Experience:

- Marketing, Fundraising or other relevant higher education qualifications
- Experience working in an international non profit organisation.

Key Relationships

- All Amnesty International Australia employees
- Fundraising and Philanthropy Director
- Individual Giving Lead (Development and Loyalty)
- Individual Giving Team
- Legal Counsel
- Supporter Engagement
- Supporter Care Lead and Team
- Movement
- International Secretariat (global content lead)
- Other sections (sharing appeal copy and content)
- Supporters



- Cash donors
- Regular donors (HRDs)
- Members
- Volunteers
- External
- Peers in sector
- Industry groups

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 and people with lived experience
- 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
- Support the general on-site functioning of the Action Centres
- 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

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

Acceptance

Name: _____

Signature: _____

Date: _____

