



Position Title:	Individual Giving Coordinator – Loyalty
Reporting to:	Individual Giving Lead – Acquisition
Team/Department:	Individual Giving – Acquisition
Location:	Based in any AI Australia Action Centre. The role will involve international/interstate/regional travel as required.
Hours:	75 hours per fortnight
Grade:	Level 6
Effective Date:	7 October 2021

Position Overview: The Individual Giving Coordinator – Loyalty sits within the Individual Giving area, whose aims are to retain regular donors through a variety of channels and tactics. The Individual Giving Coordinator – Loyalty plays a key role in the planning, development, maintenance and monitoring of loyalty and retention programs and day-to-day fundraising operations in line with the organisational plans and objectives.

This role focuses on giving from existing regular donors, and is responsible for the stewardship and retention of HRDs (Human Right Defenders) particularly through developing onboarding journeys and upgrade, preventive and reactive retention initiatives, using a range of channels including direct mail, telemarketing, digital and other appropriate channels.

Regular tracking and reporting is required as well as input into the strategic direction of the retention program.

Reporting to the Individual Giving Lead – Acquisition, the Individual Giving Coordinator – Loyalty will also work closely with many other staff members of the organisation, including but not limited to; Impact, Brand, Supporter Care and Data Insights teams, to effectively integrate fundraising and supporter servicing with activism, campaigning, branding and awareness raising. The main goal of all teams being to achieve positive human rights impact and achieve the vision of Amnesty International Australia.

- Main Responsibilities:**
- Develop, manage and improve HRDs loyalty and retention programs and monitor budgets and expenditure to meet or exceed fundraising strategic objectives and targets
 - Develop retention journeys for newly acquired and existing regular giving donors including writing copy and designing artwork
 - Manage the design, production and distribution of HRDs retention materials (online and offline)



- Manage Telemarketing retention campaigns and agencies
- Work with Data and Insights to implement reporting to track results, and analyse the performance of program and specific campaigns
- Work with the Individual Giving Lead - Acquisition to conduct retention and attrition analysis and to develop and maintain attrition modelling, to assist with formulation of retention strategy and improvements
- Work with Supporter Care Lead on setting targets KPIs to improve retention, review processes and scripts, and conduct/organise training sessions to support their work
- Work with Fundraising Team members to monitor the impact of their activities on retention of HRDs in order to maximise regular giver retention and engagement
- Manage retention campaigns within CRM and discover and implement opportunities for process and campaign automation
- Ensure RG loyalty and retention programs are integrated into broader fundraising and organisational campaigns and communication objectives, utilising opportunities when they arise
- Maintain high level of relationship with internal teams, agencies and other service providers to ensure integrity of programs and fulfilment of contracts and agreements
- Monitor project work-in-progress, timelines and milestones to ensure key deadlines and targets are achieved and materials are in line with Amnesty International Australia's (AI Australia's) vision
- 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:**

- Experience in writing copy for retention communications
- Experience in artwork design
- Experience in developing and managing loyalty and retention programs and in mapping supporter journeys
- High level communication & interpersonal skills - EI - (written, face to face, telephone, social media)
- Demonstrated planning and project management skill
- Analytical skills, including ability to utilise CRM tools and systems
- 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 and negotiation skills and relevant high level oral and written communication skills
- Strong work ethic: energy, initiative, vision and commitment
- Experience and knowledge of fundraising and/or relationship marketing tactics and principals, including methods of tracking and monitoring



- Experience in key aspects of Direct Mail, telemarketing, digital campaigns and/or other related 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
- Understanding of and commitment to human rights

Key Relationships

- All AI Australia employees
- Fundraising and Philanthropy Director
- Individual Giving
- Legal Counsel
- Movement team
- Data and Insights Team
- Supporter Care Lead and Team
- International Secretariat (global retention and content leads)
- Supporters, Members, HRDs and cash donors
- Volunteers
- External stakeholders and suppliers
- Industry peers and 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
- 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

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

Acceptance

Name: _____

Signature: _____

Date: _____

