



Position Title:	Activism Coordinator
Reporting to:	Movement Manager
Team/Department:	Movement
Location:	Based in any Action Centre.
Hours:	60 hours per fortnight
Grade:	Level 6
Effective Date:	18 March 2019

Position Overview: Through designing and leading strategy and projects across areas and teams, the Activism Coordinator role articulates and implements a vision for how AI Australia recruits, retains, engages and mobilise supporters to build activism.

The Activism Coordinator is responsible for managing, delivering and evaluating national activism projects for Amnesty International Australia (AI Australia) to ensure a seamless experience for supporters whatever their level of engagement.

Exercising this requires a high degree of collaboration with colleagues in Supporter Engagement, Fundraising and Impact as well as the Organising Team to integrate activism strategies across the organisation.

Reporting to the Movement Manager and supporting the Activism and Membership Committee (AMC) of the Board, this role is key to delivering AI Australia's goal to become an unstoppable movement of people to deliver human rights impact.

- Main Responsibilities:**
- Develop and implement activism strategies for AI Australia campaigns to meet both activism and mobilisation goals.
 - Report to the Movement Manager and AMC on all aspects of Activism Strategy development, implementation, monitoring and review including achievement of organisational KPIs.
 - Activism research, monitoring and evaluation, including researching, innovating, testing and evaluating new and emerging activism trends and techniques
 - Day to day project management of key supporter-focused projects in the Supporter Engagement Strategy including supporter communications, message testing, recruitment and retention projects
 - Coordinating programs across the organisation to enhance the role of supporters fundraising and lead generation
 - Provide oversight and coordination of resources and tools for supporters delivered through Supporter Engagement



- Liaise with the International Secretariat and other AI Sections on activism strategy and tactics
- 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 Amnesty International Australia's vision
- Other tasks within your skills and competence as required.

Essential Qualifications, Skills and Experience:

- Digital campaigning and mobilising experience and skills
- Proven success in devising and executing creative and impactful activism strategies for social change campaigns
- Knowledge and experience of a broad range of human rights issues and social change methods and tactics, including mass mobilisation, activism and organising techniques (online/offline)
- Outstanding interpersonal and influencing skills to build understanding and agreement on strategies and plans across diverse teams
- Experience of managing projects towards achievement of agreed outcomes
- Volunteer management
- Demonstrated experience in or commitment to working with rights holders

Desirable Qualifications, Skills and Experience:

- Understanding of global and local human rights issues relevant to Amnesty International Australia's work

Key Relationships

- Movement Manager (direct supervisor)
- Activism and Membership Committee (AMC)
- Supporter Engagement, Impact and Fundraising
- Supporters and potential supporters

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: _____

