



Position Title:	Supporter Care Lead
Reporting to:	Supporter Engagement Director
Team/Department:	Supporter Care
Location:	Based in any Action Centre. The role may involve international/ interstate/regional travel as required.
Hours:	75 hours per fortnight
Grade:	Level 7
Effective Date:	15 September 2021
Position Overview:	<p>This position develops, implements and evaluates Amnesty's Supporter Care strategy (inbound and outbound contact with supporters and those seeking our support) across all channels: online, telephone and in person, ensuring the Supporter Care team delivers customer service that exceeds supporter expectations and addresses the concerns of those in need of support.</p> <p>The Supporter Care Lead contributes to defining key measures of supporter engagement and appropriate KPIs (including lifetime value) and provides supporter insights to inform supporter engagement, fundraising and activism strategies.</p> <p>Managing a geographically dispersed staff team responsible for all inbound contact with Amnesty International Australia, this position ensures the team is consistently achieving agreed Supporter Care KPIs, including 'saving' regular donors from cancelling gifts to agreed performance standards, and providing high-quality services to supporters, activists and individuals seeking human rights support, including basic events administration/promotion, logistical support for volunteers and activists and triaging/referring requests for support as needed.</p> <p>This role also ensures the Supporter Care Team provides efficient, high-quality services to action groups and networks, manages and processes data and implements elements of supporter-led social media.</p>
Main Responsibilities:	<ul style="list-style-type: none">● Development, implementation and regular evaluation of Amnesty's Supporter Care Strategy (all channels) to enhance our supporter relationships and build stronger retention● Assist in defining the measurement of supporter engagement metrics and results as well as appropriate KPIs● Regular provision of supporter insights to inform supporter engagement, fundraising and activism strategies● Management of the Supporter Care Team and all processes to agreed KPIs and



standards, including providing direction, feedback, mentoring and supporting the development of the team and individuals on an informal and formal basis

- Developing cross-organisational relationships and providing clear and timely communication to internal stakeholders as required
- 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 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)
- Effective people management skills including an ability to enthuse, motivate and support others and work as part of a decentralised team
- High level budgeting & forecasting
- Influencing, negotiation and conflict management
- Demonstrated experience in managing projects towards achievement of agreed outcomes, including stakeholder consultation
- Customer service (phone, email, social media and in-person)
- Familiarity with event management and promotion
- Training skills
- Organisation and logistical coordination
- Fundraising strategies and tactics (retention)
- 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

Key Relationships

- Fundraising
- Impact
- Movement
- Supporter Engagement
- Operations

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
- Supporting 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: _____

