



Position Title:	Supporter Engagement Associate
Reporting to:	Brand Manager and Supporter Engagement Projects Lead
Team/Department:	Brand
Location:	Based in any Action Centre. The role may involve international/ interstate/regional travel as required.
Hours:	75 hours per fortnight
Grade:	Level 3
Effective Date:	1 October 2020
Position Overview:	<p>This position contributes to the development and ongoing maintenance of Brand, Communications and Supporter Engagement strategies, and manages the implementation of a range of special projects in line with Supporter Engagement KPIs and organisational goals.</p> <p>The Supporter Engagement Associate oversees Amnesty International Australia's digital strategy across key communications platforms including AIA's website and SEM activity.</p>
Main Responsibilities:	<ul style="list-style-type: none">• Overseeing maintenance and development of functionality and content for AIA's website• Assisting Brand Manager in coordination of AIA's strategic and brand communications including overseeing organisational training and compliance with communications principles and visual identity guidelines• Assisting Brand Manager in activities to extend awareness and affinity of AIA's brand amongst key target audiences• Project management and assistance with key brand, communications and supporter engagement projects, including planning, development and maintenance of project documentation and implementation tasks as required• Overseeing management of AIA's search engine marketing and other digital activities as required• Contributing to brand and communications channel performance tracking and reporting as required• Support with the overall brand content strategy development including ideation, production and delivery of supporter communications journeys and content using a range of channels and technologies• Recruiting and managing volunteers as required• 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
- Demonstrated experience producing engaging content across a range of communications platforms and formats
- Understanding of communications platforms including emerging trends, functionality, formats and best practice
- Content, channel and brand performance analysis and reporting skills
- Experience in website content management systems, search engine optimisation and search engine marketing
- Solid understanding of audience-first and values-based brand and campaign communications
- Strong project management and problem-solving skills
- Training and coaching skills
- Creative thinking, ideation and storytelling skills
- Proven understanding of brand and strategic messaging and testing approaches
- 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
- Movement
- Impact
- Operations
- Story and Content

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: _____

