



Position Title:	Donor Acquisition Associate
Reporting to:	Individual Giving Lead - Acquisition
Team/Department:	Individual Giving (Acquisition)
Location:	Based in any Action Centre. The role will involve interstate travel as required.
Hours:	75 hours per fortnight
Grade:	Level 3
Effective Date:	1 February 2021
Position Overview:	<p>The Donor Acquisition Associate will provide ongoing campaign support to the Acquisition team to achieve their ambitious growth plans in 2021 and beyond.</p> <p>This role will assist in acquiring new financial supporters and raising millions of dollars for human rights through digital acquisition campaigns, face to face, telemarketing and direct response television ads.</p> <p>It is an exciting new role which offers an opportunity to develop skills and knowledge of fundraising.</p>
Main Responsibilities:	<ul style="list-style-type: none">• Assist the Acquisition team with launching new innovative fundraising projects that aim to diversify the acquisition product offering (including but not limited to Value Exchange and Workplace Giving opportunities)• Assist with building supporter emails and landing pages (reactivation and conversion to regular giving)• Moderate and engage with comments on Facebook ads as required• Manage Facebook audiences for Social ads• Assist with developing briefing documents for suppliers• Gather supporter insights through speaking directly with supporters• Assist with sourcing content for Direct Response Television ads and benchmarking against other not for profit campaigns• Assist with facilitating fundraiser training across Australia - in person or virtually (for Face to face fundraising, telephone fundraising and Direct Response Television fundraising)• Conduct regular quality assurance on telephone campaigns, for example listening to calls and providing feedback (including calls that aim to retain Amnesty supporters - "At Risk" call campaign and "Supporter Experience" calls, win back supporters - "Reactivation", or inspire the public to become a regular donor - "Conversion")



- Coordinate the development of a regular mystery shopping program to ensure best practice face to face fundraising
- Send weekly donor cancellation reports to face to face agencies
- Check face to face invoices against the data import files
- 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 - (written, face to face, telephone, social media)
- Excellent presentation skills and confidence in presenting in front of a group
- Good interpersonal skills, including ability to build effective relationships
- Excellent organisational skills, including the ability to work to timelines and across competing priorities
- High level of familiarity using Google Sheets, Slides and Docs
- Familiarity with human rights issues
- Ability to work within a team environment

Desirable Qualifications, Skills and Experience:

- Experience in moderating/ supporting the management of social media platforms
- Experience in fundraising programs, in particular digital/or telemarketing

Key Relationships

- Individual Giving Lead - Acquisition
- Individual Giving Acquisition Team
- Development Team
- Philanthropy Team
- Supporter Engagement Team
- Movement Team
- Regular donors (HRDs)
- Suppliers

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
- 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:

