



Position Title:	Individual Giving Coordinator - Digital Acquisition
Reporting to:	Individual Giving Lead - Acquisition
Team/Department:	Acquisition
Location:	Based in any AI Australia Action Centre. The role may involve international/interstate/regional travel as required.
Hours:	75 hours per fortnight
Grade:	Level 6
Effective Date:	01 October 2020
Position Overview:	<p>The Individual Giving Coordinator - Digital Acquisition plays a key role in developing the strategy for, and managing the highly successful digital acquisition program at Amnesty International Australia (AI Australia).</p> <p>Reporting to the Individual Giving Lead - Acquisition, this position is responsible for employing proven digital tactics to inspire new audiences to engage with Amnesty by taking an action (e.g. signing a petition), or making a financial gift (one off gift or regular gift) in support of AIA's human rights work.</p> <p>The position will be responsible for maximising all existing digital acquisition channels, including Social (Facebook, Instagram and Youtube), Google (paid SEM), Email (Reactivation and Conversion) and Web (optimising landing pages, creating carousel ads and banner ads on Amnesty's homepage) and identifying and testing new channels.</p> <p>The Digital Acquisition program has been on a two year growth trajectory. We have ambitious plans to diversify the digital acquisition mix in 2021 and so it is vital that this role maintains an up-to-date knowledge of competitor activity, best practice and trends in digital fundraising to ensure AI Australia remains a leader in the digital not-for-profit space.</p>
Main Responsibilities:	<ul style="list-style-type: none">• Working with the Individual Giving Lead - Acquisition and the Individual Giving Coordinator - Telemarketing to develop the annual budget and strategy for digital acquisition and lead generation• Responsible for ongoing management of the income and expenditure lines for Digital Acquisition• Responsible for digital KPI's• Responsible for achieving long term KPIs, including months to breakeven (MBE), net income and ROI



- Responsible for coordinating the digital fundraising activities, including:
 - > building eDMs, landing pages, search engine marketing ads, social ads and SMS campaigns
 - > writing copy and creating visual content for eDMs, landing pages, search engine marketing ads, social ads and SMS
 - > running A/B tests on eDMs, landing pages and social ads
 - > troubleshooting issues
 - > moderation of Facebook ads
- Drive innovation with new initiatives
- Manage relationships with service providers to ensure integrity of programs
- Work closely with the Contract and Facilities Lead in ensuring fulfilment of contracts and service agreements
- 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:**

- Previous experience in running successful digital acquisition campaigns including Social, eDM, SEM and SMS
- Practical knowledge of Wordpress, CSS and HTML
- Highly skilled at using Facebook Ads and Google Ads
- Skilled at building and optimising landing pages
- Skilled at writing value-based and supporter-centric copy for digital channels
- Skilled in using Photoshop and Premiere Pro to create Facebook/Instagram stories, ability to edit Youtube videos
- Proven ability to work to, monitor and report against digital acquisition and lead generation targets
- Ability to work within in a team to achieve overall Acquisition targets
- Ability to work at pace
- High level communication & interpersonal skills - EI - (written, face to face, telephone, social media)
- Demonstrated planning and project coordination skills
- Ability to identify opportunities and offer creative and innovative solutions to problems
- Excellent negotiation skills
- Experienced in managing agency partnerships
- Demonstrated data analysis skills, including digital tracking and analytics



**Desirable Qualifications,
Skills and Experience:**

- Experience working with Blackbaud CRM
- Marketing, Fundraising or other relevant higher education qualifications
- Experience working in an international 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

Key Relationships

- Individual Giving Lead (Acquisition)
- Acquisition Team
- Development Team
- Philanthropy Team
- Impact Team
- Supporter Engagement
- Movement Team
- Supporter Care Lead and Team
- Contract and Facilities Lead
- Action takers and Donors
- Digital and Telemarketing 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
- 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: _____

