



Job Title:	Mobilisation Coordinator
Reporting to:	Community Campaigning Manager
Team/Department:	People Powered Campaigning Unit
Location:	Based in any Action Centre. (The role may involve international/interstate/regional travel as required)
Hours:	60 hours per fortnight (0.8 FTE)
Grade:	Level 6
Effective Date:	26 January 2026
Position Overview:	<p>The Mobilisation Coordinator is responsible for ensuring that we have a growing movement of people ready to take action for human rights campaigns. The role is critical in designing asks, actions and tactics that engage people to deepen their involvement in the movement whilst also visibly demonstrating the power of our movement to decision makers.</p> <p>The role is a fast-paced role focused on scale with a key responsibility to ensure that we mobilise for external world moments and for coordinating regional and global moments of solidarity and shared action.</p> <p>The Mobilisation Coordinator ensures that the movement is provided with multiple forms of action to express their support for our campaigns. The role is responsible for ensuring that the movement is provided with support and effective tools and resources to mobilise.</p> <p>The role is critical under the people powered strategy to optimise the activist experience and visibly demonstrate people power in action.</p>
Main Responsibilities:	<ul style="list-style-type: none">• Develop online and offline mobilisation strategies that increase action over time for AIA campaigns and deepens people's commitment to human rights• In consultation with the strategic campaigns team, design and develop campaign asks, step ups and tactics that include activities such as creating toolkits and webinars for supporters and engaged audiences• Ensure digital briefs, web pages and petitions are developed and updated• Together with the movement experience team, drive engagement on individual at risk cases• Ensure handover of actions is mapped into campaign plans as a critical act of demonstration of people power in action• Identify opportunities to highlight and celebrate the work of AIA's movement to demonstrate people power and its impact• Research, monitoring and evaluate activism actions, including researching, innovating, testing and evaluating new and emerging activism trends and techniques• Liaise with the International Secretariat and other AI Sections on mobilisation strategy and tactics

- Perform role to a high standard within agreed timelines, and in line with AIA's vision and values
- Implement our diversity, inclusion and wellbeing commitments
- Other tasks within your skills and competence as required.

Technical Capabilities

- Demonstrated experience of developing and delivering mobilisation strategies with proven results
- Experience using digital engagement tools and ability to learn and adapt quickly using new tools
- Solid understanding of people power campaigning
- An understanding of data management and ability to apply data to strategy
- A solid understanding of the political system in Australia and how to apply it to mobilisation strategies
- An ability to work collaboratively and to integrate work across roles and teams

Core Capabilities

- Lives the values and respects others as professionals
- Leads Integration
- Acts Decisively
- Fosters a diverse, inclusive and trusting work environment

Desirable Qualifications, Skills and Experience:

- Video production and editing
- Experience of using CRM software and digital engagement tools to mobilise audiences

Key Relationships

- Community campaigns manager
- Campaign organiser
- Strategic campaigners
- Supporters and engaged activists
- other movements and organisational partners
- Digital marketing specialist and content producer
- Movement Experience team

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

Everyday we move closer to a world where human rights are enjoyed by all.



Diversity and Inclusion

We are committed to becoming a diverse, inclusive, safe and anti-racist movement where people thrive. We want to build a movement that is representative of the communities that we work alongside and genuinely values unique expertise and experience. We are committed to ensuring that our people feel valued, respected, heard and seen.

At Amnesty, diversity is about all the differences that exist between people in relation to their Aboriginal and Torres Strait Islander identity, age, caring responsibilities, cultural background, disability, ethnicity, gender identity, religion, sex characteristics, sexual orientation, and socio-economic background. Diversity also recognises the ways that people are different in other respects such as family composition, educational level, geographical location, class, financial status, professional and work experiences, and organisational role.

We strongly encourage people from diverse backgrounds to apply, and specifically people who are Aboriginal and/or Torres Strait Islander and people from culturally and linguistically diverse backgrounds.

Accessibility

We are committed to making reasonable adjustments for candidates with a disability, caring or parenting responsibilities or other access needs during the different stages of the recruitment process. If you require reasonable adjustments to be made at any stage of the recruitment process or require alternative formats to any of the job application or interview materials, please email us at humanresources@amnesty.org.au.

Wellbeing

We are committed to the health and wellbeing of our movement so that we can be more effective in defending human rights. The mental health and wellbeing of Amnesty staff, volunteers and activists is a key factor in determining the long-term effectiveness and sustainability of our movement.

Learn more from our Mental Health and Wellbeing Action Plan 2022-2025.

Learn more about Diversity, Inclusion and Wellbeing at Amnesty

For more information on our diversity, inclusion and wellbeing commitments, please see the following:

[Diversity, Inclusion and Wellbeing Action Plan](#)

[Mental Health and Wellbeing Plan](#)

[Anti Racism Statement](#)

Acceptance

Name:

Signature:

Date:

