



<b>Position Title:</b>	Story, Content and Engagement Lead
<b>Reporting to:</b>	Supporter Engagement Director
<b>Team/Department:</b>	Story and Content
<b>Location:</b>	Based in any Action Centre. The role may involve international/ interstate/regional travel as required.
<b>Hours:</b>	75 hours per fortnight
<b>Grade:</b>	Level 8
<b>Effective Date:</b>	18 March 2019
<b>Position Overview:</b>	<p>This key position develops, implements and regularly evaluates AI Australia's Retention strategy and is a key driver of the Supporter Engagement Strategy.</p> <p>The Story, Content and Engagement Lead determines and tests supporter journeys (all channels and segments) and uses data to drive insights, develops specific organisational supporter retention strategies and manages the Story and Content Team.</p>
<b>Main Responsibilities:</b>	<ul style="list-style-type: none"><li>● Contribute to the development of the Supporter Engagement Strategy, including defining measure of supporter engagement and appropriate KPIs (including retention, lifetime value etc)</li><li>● Design, test, implement and regularly evaluate supporter journeys to achieve Supporter Engagement and Retention KPIs</li><li>● Plans, implements and evaluates specific projects to improve retention of regular givers and other supporters</li><li>● Assessment of all supporter touchpoints and ensure optimum user experience</li><li>● Development of overall contact strategy across all platforms based on research/volume testing</li><li>● Training and coaching of key staff and supporters across the organisation to improve supporter engagement and communications competencies</li><li>● Management of Story and Content Team, including oversight of the following:<ul style="list-style-type: none"><li>- Social media for supporter engagement</li><li>- Content strategy + planning</li><li>- Content production + distribution for impact and fundraising comms</li><li>- Content evaluation/reporting</li></ul></li><li>● Oversight of recruitment of volunteers for Story and Content Team</li><li>● Manage team members including providing direction, feedback, coaching and supporting development on an informal and formal basis</li><li>● Producing and delivering communications as relevant to the role, using a range of channels and technologies</li><li>● Performing the role to a high standard within agreed timelines, and in line with</li></ul>



Amnesty International Australia's (AI 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) management
- Demonstrated experience in managing projects towards achievement of agreed outcomes, including stakeholder consultation
- Experience in designing, implementing and evaluating supporter retention and engagement strategies
- Experience in designing, implementing and evaluating supporter journeys
- Experience in using data analytics and insights to inform and adjust strategy/execution
- Entrepreneurship & creativity
- Effective people management skills including an ability to enthuse, motivate and support others and work as part of decentralised teams
- High level budgeting & forecasting
- Influencing, negotiation and conflict management
- Training and presentation skills
- Recruitment and management of staff, volunteers and suppliers/vendors incl contract management
- Understanding of best practice for specific communications channels
- Understanding of fundraising, insights and analytics approaches
- Content Strategy
- 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
- Partnerships

**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.

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### Acceptance

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

