



**Position Title:** Individual Giving Coordinator - Direct Response Television (12 month contract)

**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:** 28 November 2019

**Position Overview:** The Individual Giving Coordinator - Direct Response Television (DRTV) will play a key role in the planning, development, execution and monitoring of DRTV campaigns in line with organisational plans and objectives.

Reporting to the Individual Giving Lead - Acquisition, this position has a level of autonomy and is responsible for employing proven direct response television tactics to maximum effectiveness. The role will be specifically focused on recruitment of regular donors, with acquiring new one off donors as a secondary objective.

Additionally, the position will play an integral part in supporting the Digital Acquisition program as required.

It is vital that this role maintains an up-to-date knowledge of competitor activity, best practice and trends in both direct response television and digital fundraising, to ensure Amnesty International Australia (AI Australia) remains a leader in the digital not-for-profit space as well as ensuring that AIA is successful in launching an always on DRTV program in 2020.

- Main Responsibilities:**
- Drive the implementation and coordination of Direct Response Television campaigns, including monitoring and updating budgets and plans to ensure the success of the program
  - Work with the Acquisition Lead to develop and test new creatives in 2020, as well as adapting existing ads
  - Work with the Acquisition Lead to optimise the media strategy and SEM strategy in 2020
  - Build, test and optimise landing pages to ensure the highest conversion rates from digital traffic generated by DRTV ads
  - Draft, test and optimise telemarketing scripts to ensure the highest



conversion rates from inbound calls generated by DRTV ads

- Monitor and achieve annual and long term KPIs including net income, ROI and Lifetime Value (LTV)
- Support the execution of digital fundraising activities as needed, including eDMs, SMS and social ads
- Work with the Acquisition Lead & Development Team to ensure new supporters are retained and engaged, especially during the donor's first 3 months - this will include updating existing welcome materials
- Ensure that we respond to supporter feedback in a consistent, high quality, relevant and timely manner, including working with Supporter Care to coordinate and record relevant information
- Drive innovation not just with new initiatives but also ensuring the best practice internal processes for growth and efficiencies
- Manage relationships with service providers to ensure the integrity of programs
- Work closely with the Legal Counsel in ensuring fulfilment of contracts and service agreements
- Producing and delivering communications as relevant to the role, using a range of channels and technologies
- 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:**

- Experience in managing both direct response television and online campaigns, preferably for a non-profit organisation
- High level communication & interpersonal skills (written, face to face, telephone, social media)
- Demonstrated planning and project coordination skills
- Proven ability to work to, monitor and report against specific project targets
- Ability to identify opportunities and offer creative and innovative solutions to problems
- Excellent interpersonal skills and negotiation skills and relevant high level oral and written communication skills - especially in delivering training to large groups
- Knowledge of fundraising techniques and principles, including methods of tracking and monitoring
- Advanced knowledge of tools and tactics to engage new and existing audiences including SMS, email, search engine and email marketing, online content management, social network coordination content management and testing
- Experience in managing agencies



- Understanding of customer relationship management and data driven marketing techniques to drive donor retention and experience in creating customer centric communication
- Demonstrated data analysis skills, including digital tracking and analytics
- Strong email writing skills and developing social media content
- Working knowledge of key digital technologies and languages such as HTML, CSS, Javascript and PHP
- 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

**Desirable Qualifications, Skills and Experience:**

- Marketing, Fundraising or other relevant higher education qualifications
- Experience working in an international non profit organisation

**Key Relationships**

- All Amnesty International Australia employees
- Individual Giving Lead (Acquisition)
- Individual Giving Team
- Supporter Engagement
- Movement
- Supporter Care Lead and Team
- International Secretariat (global digital fundraising coordinator)
- Contract and Facilities Lead
- Supporters
- Online financial supporters
- Pledgers and donors
- Volunteers
- External
- Suppliers
- Industry groups and peers

**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.

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### Acceptance

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

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

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

