


**AMNESTY INTERNATIONAL ITALY – JOB DESCRIPTION**

<p><b>Job title: High Value Donors Manager</b></p> <p><b>Purpose of the role:</b> raising significant funds from a pool of high value donors and securing the smooth management of donors along the prospect pipeline increasing income and engagement.</p>
<p><b>Unit description:</b> to remain independent most of our income is from individuals and private foundations. We ensure growth and retention for an engaged and dynamic supporter base.</p>
<p><b>Main functions</b>          The role involves, but is not limited to, the following functions:</p> <ol style="list-style-type: none"> <li>1. Design and implement a High Value Donors strategic plan (individuals, foundations and corporate), in line with the existing fundraising strategy and guidelines, in order to ensure a high return on investment.</li> <li>2. Deliver personalised, relevant messaging to individual donors and prospects through creative and eye-catching communication.</li> <li>3. Explore the Italian market looking for acquisition opportunities for High Value Donors.</li> <li>4. Deliver clear reports and promote CRM analysis in order to develop an evidence-based approach to maximize long time value of AI Italy supporter base.</li> </ol>
<p><b>Main responsibilities</b>          In collaboration with other workers the holder of this position will have these responsibilities:</p> <ol style="list-style-type: none"> <li>1. Manage and develop innovative communications and face to face meetings to build and nurture meaningful relationships with donors and prospects with the Head of Fundraising Department.</li> <li>2. Develop and manage a clear and impactful process for corporate and foundation pledgers with the Legal Affairs Officer.</li> <li>3. Focus on securing support to the Head of Activism Unit for a set of training priorities that include high level human rights education programs for high value donors.</li> <li>4. Elaborate an appropriate case for support for high value donors with the support of the Campaigning Unit and of the Global Fundraising and Engagement team (GFE) in order to demonstrate AI results and impact on people's lives.</li> </ol>
<p><b>Budget responsibility:</b>          Yes</p>
<p><b>Main relationships</b>          Reports to: Head of Fundraising Department.          Supervise roles: intern and volunteers.</p> <p>Other relevant relationships:          Establish and manage partnerships and effective communication with high value donors (individuals, foundations and corporations), external agencies, the GFE team, Amnesty International staff and activists.</p>
<p><b>Organizational competencies</b>          The Competency Dictionary of Amnesty International Italy focusses on “how” we work rather than on “what” we do, by defining behaviours expected of a group of workers cooperating to achieve a common objective.</p>



1. Focusing on outcomes: ability to achieve stretching goals and realise business benefits, using the simplest way to deliver results.
2. Building and maintaining relationships: ability to develop strong, collaborative relationships with diverse stakeholders from all communities and backgrounds.
3. Analysis and decision making: ability to diagnose problems, provide innovative solutions and make logical, timely decisions.

### Technical knowledge

1. Excellent knowledge of one-to-one marketing techniques and a good understanding of fundraising tools and KPIs.
2. Exceptional knowledge of major donor programmes.
3. Exceptional communication and negotiation skills, deep knowledge of human rights issues; ability to speak and write English.

### Equality statement

Equality and diversity are core values and staff are expected to work to promote a constructive and thoughtful approach so as to shape an organization where the work of others is enhanced and respected.

### Conflict of interest

Any public or other activity, affiliation or support to groups, organizations, personal associations or any other factors which may generate a real or perceived conflict of interest with the principles of Amnesty International (specifically independence and impartiality), raise a security problem, or otherwise prevent the achievement of the set goals or the carrying out of assigned functions, must be indicated immediately.

**Date:** 18/06/2018

Giovanni Rufini  
Country Director

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Signed and agree

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*Any change, addition, omission or other alteration of the present Job Description will be made after contacting the worker and will be communicated by written notification.*