


**AMNESTY INTERNATIONAL ITALY – JOB DESCRIPTION**

<p><b>Job title: Non-Membership Project Officer</b></p>
<p><b>Purpose of the role:</b> to develop and implement non-membership fundraising campaigns.</p>
<p><b>Department description:</b> we develop reliable and long lasting partnership with individuals and private sector aimed to provide AI Italy the economic resources to stay independent.</p>
<p><b>Main goals</b>          The role involves, but is not limited to, the following goals:</p> <ol style="list-style-type: none"> <li>1. Develop clear and effective plans for main mass marketing fundraising campaigns: SMS, 5x1000 and legacy, among others.</li> <li>2. Ensure production and placement of creative materials relevant to these campaigns in line with internal policies, strategic and tactical fundraising and communication goals.</li> <li>3. Be ready to manage spontaneously incoming opportunities.</li> <li>4. Explore the Italian market to foresee (and possibly test) new chances.</li> </ol>
<p><b>Main responsibilities</b>          In collaboration with other colleagues the holder of this position will have these responsibilities:</p> <ol style="list-style-type: none"> <li>1. Partner with Communication colleagues to create and develop new innovative ways to communicate AI message to prospects.</li> <li>2. Work with the Spokeperson Unit to reinforce FR aspects of AI strategy for celebrities.</li> <li>3. Liaise with the Campaigning Unit to elaborate appropriate contents and materials for non-membership fundraising campaigns.</li> <li>4. Support the Head of Fundraising role in day to day marketing activities, including the evaluation of non-membership campaigns through clear report and accurate analysis.</li> </ol>
<p><b>Budget responsibility:</b>          No</p>
<p><b>Main relationships</b>          Reports to: Head of Fundrasing Department          Posts this job manages: internships</p> <p>Other relevant relationships:          Build collaborative and effective working relationships with Communications Department, Donor Development Unit and other fundraising colleagues, activists and members.</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> <ol style="list-style-type: none"> <li>1. Audacious and Rigorous: we have a sense of hope, urgency, ambition and daring that drives us to take risks and to seek creative solutions. We aim to develop programmes that are effective and build confidence that our work is credible, politically astute and worth promoting.</li> <li>2. Agility and Responsibility: we are nimble, flexible and creative in the face of challenge, we make speedy decisions and deliver quickly and effectively. We confidently and transparently assess our performance and proactively pursue a result-driven culture.</li> </ol>



3. Challenging and Respectful: we support the right to challenge and are willing to question decisions, behaviours, and laws in the interest of achieving positive change externally and internally. We value the opinions, professional expertise and diversity.

**Technical knowledge**

1. Excellent knowledge of mass marketing tools (creative materials, media planning and buying, free placement, event organization) and KPIs.
2. Exceptional knowledge of project management tools and techniques.
3. Highly proficient in MS Office (Excel in particular), fluent in Italian and English language.

**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:** 25/11/2019

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.*