



AMNESTY INTERNATIONAL SEZIONE ITALIANA – JOB DESCRIPTION

<p>Job title: Head of Fundraising Department</p> <p>Job purpose: ensuring sustainable long-term and ongoing income growth through the development and successful implementation of a holistic fundraising strategy to increase Amnesty International's human rights work.</p>
<p>Department Description: to remain independent most of our income is from individuals, legacies and private foundations. We ensure growth and retention for an engaged and dynamic supporter base.</p>
<p>Main responsibilities The role involves, but is not limited to, the following responsibilities:</p> <ol style="list-style-type: none"> 1. Ensure the growth of fundraising across a diversified range of income streams and deliver continuous, sustainable, analysis-based, ongoing, and long-term income growth through the development and successful implementation of a holistic fundraising strategy. 2. Ensure the achievement of the annual income generation and expenditure budget, targets and KPIs through a diversified and sustainable income base. 3. Guarantee that fundraising campaigns are conducted within the overall strategy of the organisation and in alignment with ethical standards and compliance regulations for fundraising and marketing of Amnesty International and AI Italy. 4. Build and develop a high performing, integrated team, and supporter centric approach through the creation of a continuous evaluation, learning and improvement environment. Provide inspiring and effective support, mentoring and coaching to direct reports.
<p>Main functions In collaboration with other colleagues this role has these functions:</p> <ol style="list-style-type: none"> 1. Work with the team to ensure we become leaders at individual giving, achieving best practice acquisition, retention, and development KPI's to retain and inspire donor loyalty. 2. Partner with Communication colleagues to develop effective mass marketing fundraising activities (e.g. 5x1000, SMS, legacies, DRTV...) and lead-conversion. 3. Liaise with services units (Finance, HR, IT, Administration) to ensure the appropriate structure, people, processes, and systems are in place to achieve ongoing growth. 4. Produce and present fundraising progress and accountability reports for key stakeholders (e.g. the Director General, the Board, international movement, staff, and activists).
<p>Budget: Yes</p>
<p>Main relations: Reporting to: Director General</p> <p>Posts that this job manages: Head of Donor Development Unit, Head of Business Analysis Unit, Head of F2F Unit, Middle Donors Officer, High Value Donors Officer.</p> <p>Other key relationships: this role will work with the International Secretariat, current and potential donors, consultants, agencies and advisers in the philanthropy industry, AI national and international fundraising staff, AI Italy Board, public, business leaders, peer networks amongst other NPOs, and will work to strengthen the relationships and collaboration with these constituencies.</p>


Organizational competencies:

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.

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.
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.
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. Ability to plan and drive a fundraising strategy with a long-term view on a multiyear base, together with the capability to design, analyse, and monitor investments and long term KPIs.
2. Extensive knowledge of individual giving acquisition and retention channels (e.g. face to face, telemarketing, direct marketing, major donors, digital marketing, and lead-conversion).
3. Extensive management and leadership skills, developing and nurturing relationships with internal and external stakeholders to drive collaborative change and goals achievement.

Equality statement

Equality and diversity are core values and staff are expected to work to promote a constructive and thoughtful approach 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: 23/04/2021

Emanuele Russo
Chair

Signed and agree

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.