

Tele-fundraising Manager

Team	In-house tele-fundraising unit
Reports to	Head of Individual Giving
Grade	5
Weekly hours	35



Amnesty International UK (AIUK)

Our aim is simple: an end to human rights abuses. Independent, international, and influential, we campaign for justice, fairness, freedom and truth wherever they are denied. Already our network of over seven million people is making a difference in almost every country in the world. Whether we are applying pressure through powerful research or direct lobbying, mass demonstrations or online campaigning, we are all inspired by hope for a better world where human rights are enjoyed by all.

In-house Tele-fundraising team

Our dynamic and passionate in-house tele-fundraising team is responsible for speaking to donors to maximise their support and engagement of AIUK through campaigning, financial giving or to provide feedback on our human rights work. They help us bring new donors on board too.

Tele-fundraising Manager

You will provide inspiring leadership and direction to the in-house tele-fundraising team. You will motivate them to deliver high-performing telephone campaigns and harness long-term donor engagement and financial commitment with AIUK, demonstrating the best standards of supporter care and compliance when they do so.

The Tele-fundraising Manager will

The big picture

- Build relationships with fundraising and other teams to facilitate the delivery of a high performing tele-fundraising function.

- Provide tele-fundraising expertise and guidance to the wider Individual Giving team, including interaction with external tele-fundraising agencies to ensure that calling campaigns mirror AIUK standards, policies and values.
- Be part of the Individual Giving management team, working with the Head of Individual Giving, Supporter Acquisition Manager and Development and Retention Manager to develop and deliver the Individual Giving programme's objectives and plans.

The day to day

- Plan and schedule the work of the tele-fundraising team, ensuring adequate staff resource, cost per call quotations, management of supporter data and timely delivery of campaigns.
- Work closely with commissioning team managers and internal teams to develop campaign briefs and implementation, and make suitable recommendations for evaluation, ensuring that agreed targets are monitored and reported on.
- Ensure that campaign data is recorded on our (Care) database by the in-house team in a timely and accurate manner. Work closely with the Data Operations team to ensure that data selections are accurate in advance to effectively plan in-house tele-fundraiser shifts.

Other

- Manage the relationship with the external telephone software provider, ensuring that the system enables efficient and effective logging and delivery of campaigns.
- Ensure that all tele-fundraising projects are compliant with AIUK supporter care standards, our Vulnerable People Policy, data protection and other relevant fundraising legislation and regulation.
- Be innovative and identify any technical enhancements that may improve the effectiveness of the team.

Managing the AIUK way

- You'll be responsible for the line management of two Team leaders who each lead a team of tele-fundraisers.
- Guide your team members with regular feedback, check ins, and developmental objectives.
- Create a healthy and positive culture in your team, through role modelling in line with AIUK's commitments and values.

All colleagues

- Contribute collaboratively and positively to the organisations aims of diversity and inclusion.

- Look after the health, safety and welfare of self and all around you.
- Take on other reasonable duties as appropriate in line with your skills, knowledge abilities and experience

What We're Looking For

AIUK Commitments

Communication

Listen to others and communicate in a respectful, clear, open and inclusive way. Give constructive feedback and be open to others giving feedback.

Collaboration

Seek to build effective working relationships. Contribute expertise, learn from others and encourage others to do the same.

Consideration

Guided by values and strategic priorities, manage time and workload with respect to the time and workload of others. Be fair and consistent in decision making and dealings with others.

Change

Innovate and improve the way things are done. Make time to increase knowledge and skills and guide others to do the same

You already have these skills and knowledge

Experience

Substantial experience of managing an outbound telemarketing operation.

Setting standards and monitoring and reporting on performance

Working with large / complex supporter databases and managing data

Managing substantial expenditure budgets and working to targets.

Knowledge

Data Protection Act, Fundraising Code of Practice and other relevant legislation and regulation

Thorough and current knowledge of individual giving and telemarketing trends and developments.

Awareness of inclusive principles and ways of working

Skills

Ability to line manage and motivate individuals and teams.

	<p>Excellent interpersonal and communication skills including presentation of reports.</p> <p>Analytical thinker using campaign insight to make evidence-based recommendations</p>
<p>You may also have</p>	<p>Experience</p> <p>Experience of managing large-scale infrastructure projects and/or telephony system upgrades.</p> <p>Knowledge</p> <p>Awareness of the aims and work of Amnesty International</p>