

Supporter Acquisition Manager

Team	Individual Giving
Reports to	Head of Individual Giving
Grade	6
Weekly hours	35 (Flexibility Considered)



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. One where human rights is enjoyed by all.

Individual Giving Team

The Individual Giving programme delivers the largest proportion of AIUK's fundraising income portfolio and is comprised of the Supporter Acquisition team, the Supporter Retention and Additional Giving team and our in-house Tele-fundraising team.

Supporter Acquisition Manager

As the Supporter Acquisition Manager, you will manage AIUK's supporter and member multi-channel recruitment programme. This is an exciting time to be joining the team as we look to build on successful growth of the programme, particularly with the continued testing and innovation of new and existing products which are driven by audience insight and supported by meaningful and inspiring donor journeys.

You will

The big picture

- Design and implement testing programmes to deliver supporter acquisition campaigns which contribute towards growth targets, taking an entrepreneurial approach to innovation and adopting a test and learn approach.

- Lead and support projects across multiple fundraising products, using a range of channels including door to door, press inserts, SMS, digital and tele-fundraising.
- Contribute to the leadership of the Individual Giving team through collegiate and inclusive participation and working closely with other team managers to support them in achieving their goals.

The day to day

- Lead on the development of annual supporter acquisition plans and budgets working with key stakeholders, to ensure that they are integrated to meet departmental strategic objectives and feed into AIUK's organisational objectives.
- Be accountable for the management and monitoring of income, expenditure and KPIs; including detailed monthly reporting and forecasting as required by AIUK's financial monitoring process.
- Collaborate with other AIUK teams including Development and Retention, Digital and Data & Insight to maximise supporter recruitment opportunities across organisational communications and ensuring that the donor journey delivers a positive and engaging experience to maintain strong retention.
- Work closely with the Data Operations team to develop a shared understanding of supporter audiences which is nurtured and developed into clearly targeted and focussed communications and fundraising approaches.
- Ensure all acquisition activity is compliant with sector regulations and fundraising policies and procedures, following best practice across all channels.
- To represent, and act as advocate for, AIUK at relevant forums and organisations and ensure the organisation's values and aims are effectively communicated and represented.

Managing the AIUK way

- Lead, manage and coach your team including direct line management of three Senior Coordinators.
- Manage relationships with external partners and suppliers, including creative agencies, to ensure quality in our work and value for money.
- Create a healthy and positive culture in your team, through role modelling in line with AIUK's commitments.

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

Significant experience of leading and delivering successful supporter acquisition programmes across multiple marketing channels.

A proven track record in developing innovative tests for new products, channels and platforms.

An expert strategic planner who has managed multiple projects and worked cross-departmentally with key stakeholders.

Fluent in managing income and expenditure budgets and sound knowledge of associated key performance metrics and modelling to inform regular reforecasting.

Knowledge

Understanding of supporter databases, analysis and segmentation.

Data and number literate and able to present such information in a meaningful way.

Understanding of UK fundraising regulation and compliance.

	<p>Skills</p> <p>Ability to problem-solve through the development and implementation of innovative and creative solutions.</p> <p>Good planning and project management skills</p> <p>Excellent interpersonal and communication skills; including writing reports and delivering presentations.</p> <p>Sound people skills with the ability to lead, motivate and inspire a team.</p>
<p>You may also have</p>	<p>Experience</p> <p>Knowledge of CARE supporter database</p> <p>Knowledge</p> <p>Awareness of the aims and work of Amnesty International</p> <p>Skills</p> <p>Understanding of tax efficient giving (Gift Aid)</p>