



JOB DESCRIPTION

AMNESTY INTERNATIONAL INTERNATIONAL

SECRETARIAT

JOB TITLE	Fundraising Specialist – Legacies
PROGRAMME	Global Fundraising Support
LOCATION	Preferably London and Regional Offices (UK, Belgium, Switzerland, France, Spain, Tunisia, Israel/ Palestine/ Jerusalem, New York, Mexico, Colombo, Kenya, South Africa, Senegal)
JOB PURPOSE	<p>This post is the focal point for the development of Amnesty International’s Legacy Fundraising. The postholder will provide strategic input, technical fundraising expertise, support and guidance to Sections and structures in the area of fundraising for legacies. Legacy fundraising is one of the four priority income streams in the Global Fundraising Programme and is expected to generate millions of pounds for Amnesty International every year. The recommendations that this person makes to sections will determine how effective AI is in raising income in legacies.</p>
DEPARTMENT PURPOSE	<p>To grow the people and money resources for the International Secretariat and to grow the fundraising of the movement in order to increase Amnesty International’s human rights work through: securing funding for Amnesty International’s work, promoting the international case for giving and distributing information and sharing fundraising tools to build fundraising capacity.</p>
AIIS PURPOSE	<p>The IS, which operates from a number of sites around the world, gathers and communicates accurate and action-oriented human rights information globally. We campaign for meaningful human rights change; enable effective human rights activism and work to persuade governments and other actors to uphold universal human rights standards. We provide strategic leadership, support and advice to the AI movement globally, fostering AI’s contribution, presence and public accountability throughout the world.</p>
WORKING RELATIONSHIPS	<p>Reporting to Head of Global Individual Giving, Global Fundraising Support</p> <p>Posts this job manages n/a</p> <p>Other key relationships Director of Fundraising, Regional Fundraising Managers, Director of the International Mobilisation Programme, Fundraising Specialists, Mobilisation Support Coordinators, AI Section Directors, AI Section fundraising staff, consultants and advisers in the philanthropy industry, peer networks</p>

USEFUL INFORMATION

Legacy fundraising is the practice of asking individuals to leave a gift to a charity in their Will.

MAIN RESPONSIBILITIES

1. *Develop, lead, manage and monitor the global legacy strategy for AI's fundraising. Ensure effective planning and strategic adjustments based on monitoring performance and developing key performance indicators.*
2. *Work with Fundraising Support, and fundraising staff in sections and structures and the Regional Offices to develop and perfect AI's legacy programs. This includes the provision of hands-on support in local agency selection or the recruitment, management of external notaries and legal advisers.*
3. *Advise on global investment allocation for legacy fundraising and local requests to maximize ROI on investments. Assist with creation of investment request forms. Support the assessment, monitoring and evaluation of the performance of legacy activities funded by the Fundraising Investment Fund (FIF).*
4. *Ensure the sharing of key learning's and best practice through the intranet, training sessions, Skillshare, dedicated workshops, or other mechanisms such as webinars. Develop and maintain user-friendly learning modules and tool kits on key areas of legacy fundraising.*
5. *Follow developments globally in the field of legacy fundraising securing access to cutting edge expertise within the area. Keep track of competitor performance in legacy fundraising and analyze trends. Maintain a network of leading performers/industry experts in the area.*
6. *The postholder will remain sensitive to risk in the programs that he/she is supporting and escalate as necessary.*

WHAT DOES SUCCESS LOOK LIKE IN THIS JOB?

- Amnesty International is identifying and exploiting fundraising growth opportunities through enhanced legacy fundraising activities to increase the resources available for its human rights work
- Amnesty International has a balanced risk portfolio across its fundraising investments by utilising legacy fundraising activities
- Amnesty International entities which the FIF has invested in have sustainable Legacy fundraising programmes
- Key performance indicators for legacy fundraising are being met
- The movement is able to monitor and evaluate the return on its investment from all legacy fundraising activities
- Good working relationships with country fundraising and senior staff
- Good understanding of the legacy fundraising environment is developed and shared with the movement
- A holistic approach to development is taken, focusing on the long term and working with other fundraising specialists and managers

SKILLS AND EXPERIENCE

Experience

- Proven hands-on experience and success in planning, developing and delivering successful legacy fundraising programmes, identifying key success indicators and setting and justifying benchmarks for performance
- Proven experience in training and capacity building and how this could be applied to fundraising
- Experience of developing long term plans that could be applied to legacy fundraising programmes
- Experience of developing and using monitoring and analysis tools that would be applicable to fundraising or marketing activity
- Experience of managing agency and/or consultancy relationships
- Ability and willingness to positively and proactively contribute to team dynamics and to the team achieving its goals and objectives
- Willingness and ability to undertake travel if required

Technical Knowledge:

- Proven ability to coordinate complex strategic growth plans and work with senior level management.
- Thorough and current knowledge of legacy trends across multiple markets.
- Demonstrated ability to work in a multi-cultural environment, and to establish harmonious and effective working relationships both within and outside the organization.
- Demonstrated ability to devise, plan, develop and implement strategies and projects.
- Proven ability to deliver to targets and demonstrated experience of results-based management.
- Demonstrated ability to innovate and communicate ideas effectively.
- Ability to work under pressure and to manage multiple priorities.
- Strong analytical, negotiating and communication skills.
- Strong presentation skills

HOW YOU WORK – COMPETENCIES:

Delivering results: C

Working with others: C

Developing oneself and others: C

Contributing to a dynamic and effective International Secretariat: C

Making decisions: C

Taking the initiative: C

Communicating and influencing: C [Click here](#)

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EQUALITY STATEMENT

Equality and diversity is at the core of our values and staff are expected to work collectively and individually to promote a constructive and sensitive approach to others from a variety of backgrounds, where the work of others is valued and respected.

CONFLICT OF INTEREST

Public or other activity, affiliation to or support for any group or organization, personal association or other factor which may generate a real or perceived conflict of interest with Amnesty International's principles (specifically independence and impartiality), or raise a security concern, or otherwise prevent the candidate from carrying out key functions of the specific post and would therefore disqualify the candidate from being appointed.