

JOB DESCRIPTION
AMNESTY INTERNATIONAL
INTERNATIONAL SECRETARIAT

AMNESTY
INTERNATIONAL



JOB TITLE Regional Fundraising Manager

PROGRAMME Global Fundraising

LOCATION Mexico City Office

JOB PURPOSE

To support fundraising and development programmes (in region), including advising on and coordinating of financial investment and other capacity building resources which will drive direct fundraising activities and financial growth in Amnesty International priority markets in the region. This role works to build and maintain successful fundraising programmes which reach or exceed market potential and will achieve a good return on the fund investment as well as being in line with the global strategic fundraising goals to add value to the movement.

DEPARTMENT PURPOSE

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.

AIIS PURPOSE

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.

WORKING RELATIONSHIPS

Reporting to Head of Global Individual Giving

Posts this job manages N/A

Other key relationships Regional Fundraising Managers, Global Fundraising Specialists, Fundraising Market and Insights Analyst, Fundraising Skills Development Coordinator, AI IS Finance function, Capacity Building Coordinators, AI entity Directors, AI entity fundraising staff, AI entity governance structures consultants and advisors in the fundraising industry, peer networks

USEFUL INFORMATION

The Global Fundraising Programme sits within the Public Engagement and Growth Directorate and provides strategic fundraising support and direct fundraising to Amnesty International entities and the international secretariat, focusing on growth through people and money.

The post holder will be responsible for the management and development of a number of strategic priority Amnesty growth programmes in the Americas/Asia/Europe region, the aim of which is to enable the country operations to maximise their potential growth according to market potential and in line with strategic fundraising goals. This will increase our presence worldwide and help those Amnesty countries to become self sustainable.

The post holder will be expected to undertake extensive travel (no more than 20%)

MAIN RESPONSIBILITIES

- In line with the policy and procedures for managing the Fundraising Investment Fund, secure the engagement of the national Amnesty International entities in target markets for investment and with them prepare applications for the Fund in order to build a sustainable fundraising investment programme for Amnesty International that will increase membership and financial supporter and increase income
- Prepare fundraising plans and use these to make investment fund applications, including full analysis of the investment required, the results attainable and the return on investment, ensuring full buy in from the national Amnesty International entity and support from International Secretariat programmes. Guide application through the approval process. Take responsibility for financial flows related to approved grants between the national Amnesty International entity and the International Secretariat, ensuring instalments are accurately forwarded
- Monitor the performance of the investments reporting to relevant stakeholders on actual fundraising results regularly
- Evaluating performance and reforecasting budgets as required.
- In line with the strategic priorities and operational plans of the Fundraising Support Programme, support the Fundraising teams in a portfolio of Amnesty sections in the region to deliver growth in people, money and fundraising capacity in those countries and monitor and account for the investment in those countries
- Monitor and evaluate, growth programmes on a regular basis working with national level stakeholders and Global Supporter Engagement team colleagues to develop best practice financial control and analysis, to ensure return on investment is maintained and long term sustainability is maximised.
- Working in partnership with national level stakeholders develop on-going fundraising strategies, ensuring attainable targets are set, sufficient resources are secured and appropriate governance level oversight is maintained
- Make recommendations to national level staff for improved and/or remedial action and secure their commitment to act
- Provide high standard and professional training and direct coaching and skill sharing to sections and structures to facilitate the

development of movement wide fundraising standards and good practice which will maintain Amnesty International's reputation and brand positioning

- Work closely with the Fundraising Specialists (Face to Face, Telemarketing, Legacies, Digital) in the priority countries where needed and in line with the agreed growth plans.
- Undertake research initiatives to identify additional investment opportunities and to support wider movement investment decisions
- Identify target markets and/or fundraising channels in the region for investment through a combination of external market analysis and assessment of internal Amnesty International capacity, resources and overall risk profile
- Maintain an overview of market developments that may impact on existing fundraising investments
- Keep up to date with developments in fundraising practice and innovation
- Make appropriate recommendations and participate in and contribute to the growth and mobilization strategies of the IM Cluster
- Participate in the collective work of the unit, programme and cluster in order to ensure effective and efficient operations
- Build positive working relationships with sections and structures in the region taking into account cultural differences and distance management.
- Identification of capacity building needs of Amnesty International entities in order to contribute to planning and delivery of International Secretariat capacity building activities
- The development of resources (standard materials, tools and techniques) in order to increase the capacity of Amnesty International entities
- Effective dissemination of fundraising capacity building materials
- Information gathering, data collection and analysis, contribution to maintenance of Programme and Cluster storage and retrieval systems
- Maintain oversight of the work of different International Secretariat programmes, partner sections and others, coordinating the regular exchange of information to ensure coordinated output
- Carry out own administrative tasks related to the post in accordance with agreed guidelines for self-servicing

WHAT DOES SUCCESS LOOK LIKE IN THIS JOB?

- Amnesty International is identifying and exploiting fundraising growth opportunities to increase the resources available for its human rights work

- Amnesty International has a balanced risk portfolio across its fundraising investments
- Amnesty International entities which the FIF has invested in have sustainable fundraising programmes
- Key performance indicators are being met in the Amnesty International entities where the FIF has invested
- FIF grants are meeting agreed plans and targets
- The movement is able to monitor and evaluate the return on its investment
- Good working relationships with country fundraising and senior staff
- Good understanding of the regional 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 capacity building specialists

SKILLS AND EXPERIENCE

- Proven success in planning, developing and delivering a range of fundraising projects, with an emphasis on fundraising from individuals but knowledge of Trusts & Foundations and Major Donor fundraising, identifying key success indicators and setting and justifying benchmarks for performance
- Direct experience of running individual giving programs focusing on donor acquisition and retention across key channels (Face to Face, Telemarketing, Digital) in more than one market in Europe
- Experience of working in a support role coaching and guiding fundraising teams rather than directly managing them
- Experience of developing long term plans for fundraising programmes
- Experience of developing and using monitoring and analysis tools for fundraising or marketing activity
- Experience of managing agency and/or consultancy relationships
- Experience of undertaking market research and analysis, and making recommendations for the design of fundraising or marketing programmes
- Ability to set and monitor fundraising or marketing budgets
- A working understanding of financial management systems
- A working knowledge of databases, specifically CRM systems
- Ability to use own initiative to plan ahead and manage own work plan taking into consideration the needs and availability of colleagues and external contacts
- Experience of working on own initiative with remote supervision and

producing accurate and timely work

- Experience of managing competing deadlines and using own judgement to prioritise workload to meet them
- Ability to work effectively within a busy team of which all members are based in different regions
- 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
- Willingness to undertake occasional work outside of normal working hours if needed

HOW WE WORK – OUR BEHAVIOURS:

Our organisational culture; which essentially represents how we behave, our working relationships and our ability to collaborate as a movement, underpins everything we do and is pivotal to the success of our impact. Our five behaviours form the basis of the type of culture we want to have in Amnesty:

- **Accountable** - I consistently strive to reach my goals in a thorough, timely way that I can be proud of, and I re-empower others to do the same.
- **Considerate** - I support my colleagues, and try to find out what motivates them to do their best, and what pressures they are under, so that I can consider this when we work together.
- **Creative** - I continuously look for new and creative solutions and encourage others' ideas so that we can adapt and succeed in an ever-changing and uncertain global environment
- **Decisive** - I make sound judgements within my work so that a project or activity can progress with pace and confidence.
- **Respectful** - I treat my colleagues with equality and dignity, and assume they have integrity. I value the different perspectives of my colleagues as well as my own and show them that their contributions and expertise matter.

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.