

AMNESTY INTERNATIONAL IRELAND - 2023

JOB TITLE	Marketing and Development Officer
DEPARTMENT	Fundraising
REPORTS TO	Fundraising Manager
RESPONSIBLE FOR	Developing and implementing Direct Marketing communications. Coordination of the Tax and Renewal campaigns. Support of Retention, Major Gifts and Legacies programs.
SALARY	C Grade (€30.4-€33.5k)
HOURS PER WEEK	31.5
PLACE OF WORK	Seán MacBride House, 48 Fleet Street, Dublin D02 T883
OTHER BENEFITS	18 days annual leave plus 5 office closure days, paid sick leave, contributory pension entitlements with 6% from organisation, paid maternity and paternity leave, flexible working hours, a fun team environment.

Amnesty International is one of the world's leading human rights organizations with over 10 million supporters worldwide. Our mission is to document and take action to prevent serious human rights violations. We are an independent organization and therefore membership support is essential to the global human rights work.

Main responsibilities will include:

- Lead on the Direct Mail program (currently includes 3-4 direct mails to existing and prospective members per year), copywriting, associated segmentation, scheduling, tracking, and innovation, in conjunction with Campaigns team;
- Leading on the Tax program marketing, including associated mailings, emails and telemarketing activities, in conjunction with Finance team;
- Planning and organising quarterly membership renewal mailings;
- Organising the annual fundraising magazine, with regards to fundraising content and appeals; working closely with the Communications and Campaigns teams;

- Involvement in the managing of the CRM system: seeking efficiencies, improving data quality, creating segmentation processes and ensuring CRM system is optimised and members data is managed in line with GDPR;
- Support of the Major Gifts and Legacies programs and contributing to their further development; in conjunction with Fundraising Manager and the Senior management team;
- Representation of the Fundraising Team on cross-team projects and working teams as appropriate;
- Contributing to the digital marketing area of work suggesting new ideas for membership acquisition and retention, including all aspects of donor care, fundraising presence on the website, etc.
- Supporting Membership Officer in developing retention program including reactivation and upgrades;
- Planning, budgeting and reporting on all the associated areas of work;
- Any other duties, as may be assigned by line manager from time to time in addition to or in lieu of the above.

Ideally the successful candidate will have:

- Extensive demonstrable fundraising experience, in particular in digital marketing, direct mail marketing and/or telemarketing.
- Excellent copywriting skills
- Excellent project management and organisational skills and the ability to organise and prioritise work
- An excellent command of English written and verbal communication skills
- Customer focused with a strong attention to detail and desire for quality
- Good working knowledge of data protection
- Willing to adopt a flexible approach to work and working hours
- Excellent IT and administration skills, including Microsoft Office package, websites and working with databases
- Ability to take initiative on own area of work as well as work as a good team player
- Ability to establish positive working relationships with colleagues, external contacts and suppliers
- Interest in and support of the aims of Amnesty International and human rights principles in general

This is a permanent position of 31.5 hours per week.

Please go to <https://www.amnesty.ie/get-involved/work-with-us/> to apply. Download the application form from our page and send it to positions@amnesty.ie or by post to Seán MacBride House, 48 Fleet Street, Dublin 2.

Closing date for applications is 1 February 2024

Amnesty International is an Equal Opportunities Employer and encourages applications from all sectors of the community.