



JOB ANNOUNCEMENT

HEAD OF GLOBAL MAJOR DONOR FUNDRAISING

Job title: Head of Global Major Donor Fundraising

Reports to: Head of Major Gifts, Amnesty International USA (performance management) and the Director of International Fundraising (line management)

Manages: Occasional volunteers

Location: Amnesty International, International Secretariat, London, UK

Salary: Competitive salary and benefits package

Background:

Amnesty International www.amnesty.org is a worldwide movement of people standing up for human rights. Our network extends to nearly three million members and subscribers in more than 150 countries around the world. Each one of us is outraged by human rights abuses but inspired by hope for a better world - and together we work to improve human rights through campaigning and international solidarity.

Overall purpose:

To work closely with the Secretary General and leaders of Amnesty International's country Sections to identify, cultivate, solicit and steward philanthropists capable of contributing \$1 million or more annually to the global movement.

The Head of Global Major Donor Fundraising is responsible for maximizing income from individual donors and prospects throughout Amnesty International's global sphere of influence. S/he will facilitate the Secretary General's involvement in the cultivation and solicitation of leadership level gifts from prospects who reside in one of Amnesty International's top revenue-generating Sections, such as the United States and United Kingdom; Sections

with capacity for significant growth in major gifts fundraising, such as Switzerland, Germany, and Australia; and countries that represent emerging markets for the organization, such as India and Brazil.

The Head of Global Major Donor Fundraising is based in London at Amnesty International's headquarters, the International Secretariat, and is performance managed by the Head of Major Gifts at AIUSA, based in New York. S/he also leads the movement on modelling and sharing best practice fundraising from this source.

The post holder will be expected to undertake some travel and must be able to work outside standard office hours on a regular basis.

Key Relationships:

- Secretary General, the Director and Manager of the Office of the Secretary General,
- Head of Major Donor Development at Amnesty International UK,
- Fundraising Director at Amnesty International Switzerland,
- International Fundraising Programme staff,
- Finance Director,
- Other Amnesty International heads of fundraising, Amnesty International Section Directors
- The post-holder also works in close collaboration with the Director of International Fundraising Programme (IFP) at the International Secretariat (IS).

Responsibilities:

- Manage Secretary General's donor portfolio of 25-50 leadership donors and prospects capable of giving gifts of \$1,000,000+ annually. Interact directly with prospects and donors as appropriate.
- Establish and meet an annual revenue goal
- Working closely with the fundraising directors of the Amnesty International country Sections where the donors reside (or their equivalents), develop and oversee implementation of annual cultivation and solicitation plans for leadership gift donors and prospects, focusing on face-to-face meetings.
- To ensure seamless, donor-centered interactions, coordinate closely on donor outreach conducted by International Secretariat and Country Section staff.
- Integrate leadership gift strategies with other work of the Secretary General's office targeted to external audiences, particularly related to speaking engagements and participation in high level global forums.

- Work with program staff and the Secretary General to develop a compelling general case for support geared toward leadership gift prospects, as well as project-specific cases and project proposals as required. Draft annual stewardship/impact reports for donors as required.
- Coordinate participation of Secretary General in high level donor events, including scheduling and provision of briefings on attendees and talking points.
- Work with the Director of International Fundraising and the Fundraising Management Team to build understanding and support for major gift fundraising at Amnesty International
- Ensure excellent internal communications with senior leadership and the Secretary General's office, ensuring buy and support for major donor fundraising and the maximization of opportunities and contacts
- Ensure sound and appropriate policies and guidelines for major donor fundraising are developed, implemented and widely understood

Person Requirements:

Skills and Experience

- Extensive experience of identifying, cultivating and stewarding key individual donor or customer relationships preferably in an international context with a demonstrable record of success against targets.
- Experience developing and implementing long-term major donor fundraising or key customer marketing strategy, co-ordinating inputs from a range of stakeholders and adapting strategies to take account of changes and/or stakeholder needs.
- Experience developing and nurturing mutually beneficial relationships with donors or key customers over long periods of time, including those from different cultural backgrounds to the job holder's own and at a distance
- Excellent written and oral communication skills with a proven ability to explain complex issues clearly for external audiences including relatively complicated budget information
- Excellent organisational skills with a demonstrable ability to manage competing deadlines and maintain focus under pressure

- Experience in producing marketing communications materials for high net worth individuals
- Ability to provide mentoring and training on fundraising and marketing issues and specifically major donor fundraising
- A willingness and ability to travel if required, including internationally, and work in the evenings or at weekends if required.

What Does Success Look Like In This Job?

- Annual revenue target achieved
- Targets achieved for asks made, relationships retained and contacts made
- More donors supporting Amnesty International's work at the global level at \$1m+
- Clear global major donor strategy with progress being reported to appropriate stakeholders
- Donors and prospects receive excellent and seamless donor care
- Good practice fundraising and donor management maintained and built upon at the International Secretariat and within the movement
- Amnesty International has a good reputation amongst donors and potential donors
- Improved understanding of and support for major donor fundraising at the International Secretariat

Application process

To apply for the post, please send a letter of application stating the skills and approach that you would bring to the post, your suitability for this role, as well as your self assessment against each Person Specification requirement in the job description along with your CV/resume (no photos) in English in strict confidence BY EMAIL ONLY to Isabel Leal at Daryl Upsall Consulting International at rrhh@darylupsall.com. Applications sent by other means will not be considered.

Please ensure that they are sent as Word documents with the titles "*your name cover letter*" and "*your name CV*". Please put "*Amnesty International - Head GMD*" in the email subject line and state how you came across about the job announcement.

Deadline for applications: 27 February 2012, 9am Central European Time