



## DIRECTOR OF MASS-MARKET FUNDRAISING

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# WELCOME

Dear Candidate,

As a global movement of over ten million people, Amnesty International is the world's largest grassroots human rights organisation and we have been defending human rights for over 60 years. Amnesty International UK (AIUK) is an important part of this powerful global movement, working with over 200,000 members, activists, and supporters in the UK to uphold human rights domestically and across the world.

We investigate and expose abuses, campaign with and mobilise the media and the public, fight through legal action, and work directly with policymakers at the most senior levels to protect and enhance respect for human rights across the world.

As our Director of Mass-Market Fundraising for AIUK you will be a successful senior mass-market fundraising leader, who will lead our mass-market fundraising directorate to significantly improve mass-market fundraising performance and delivery here in the UK, and so strengthen AIUK's ability to defend human rights in an even more challenging world. We are looking for an experienced and strategic leader to lead our mass-market fundraising directorate – encompassing individual giving, community, social giving and retail, and be a part of the organisation's overall most senior management team (the SMT).

You will be a forward thinking and commercially astute leader who can inspire and motivate a multi-disciplinary team, but is not afraid to get directly involved in delivery or to challenge people, to help us improve our mass-market fundraising performance.

We are committed to being a diverse and inclusive organisation and wider movement and our leadership needs to reflect this. We welcome applications from everyone and particularly encourage applications from people from an ethnic minority background, older people, trans and non-binary people, and people with a disability to help us achieve the strength that diversity delivers, especially at senior grades.

This is a very exciting opportunity to achieve real growth in our mass-market fundraising and shape our future. If you share our commitment to influencing progressive change, we look forward to hearing from you.

Yours sincerely,

**Sacha Deshmukh, Chief Executive**





## ABOUT US

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. For over 60 years Amnesty International has been making a difference in almost every country in the world. Whether we are applying pressure through powerful research, public campaigning, legal actions or detailed policy work and online campaigning, we are all inspired by hope for a better world. One where human rights are enjoyed by all. Amnesty International is the world's largest grassroots human rights organisation and AIUK is the oldest of the 70 national Amnesty International organisations (called "Sections") around the world. We are responsible for all Amnesty's campaigns and communications on human rights issues around the world to all UK audiences, as well as our campaigns on human rights issues here in the UK. We are also responsible for providing a significant share of the income that supports all of Amnesty's work around the world through our fundraising here in the UK.

To find out more about who we are and our strategy, click [here](#)



# JOB DESCRIPTION

**Job title:** Director of Mass-Market Fundraising

**Reports to:** Chief Executive

**Direct reports:** See directorate structure below

## Role purpose

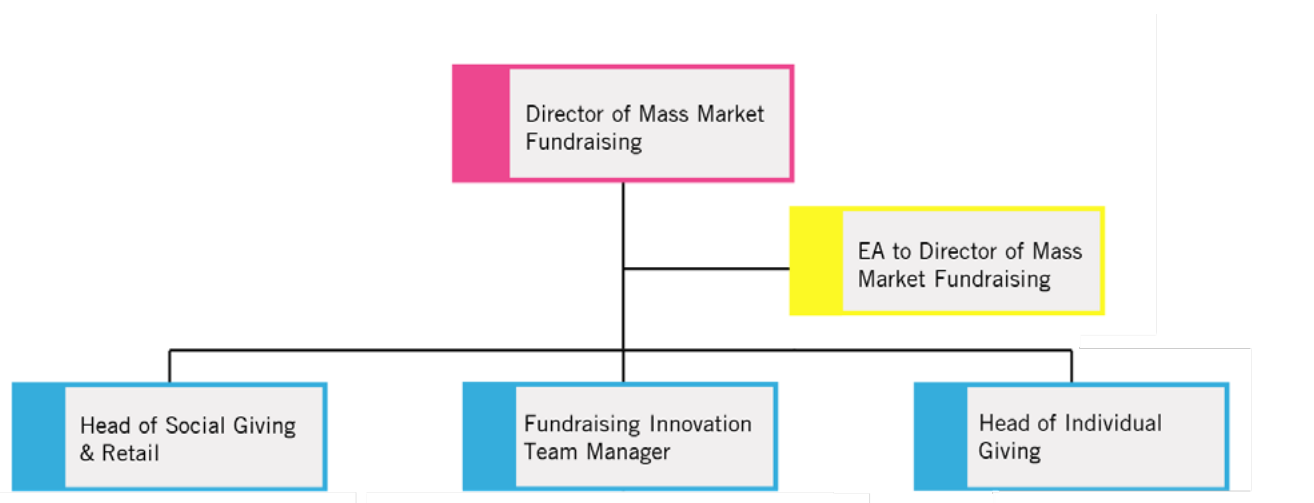
This role is the most senior staff member leading the Mass-Market Fundraising Directorate. This role is part of the SMT, which is the group of most senior staff in AIUK. Led by the Chief Executive (to whom this role reports), the members each lead the different directorates in AIUK. The SMT are collectively responsible for the development and delivery of AIUK's business plan and are accountable to both Boards of AIUK to enable their good governance oversight of all of our activities.

## The Directorate

The Mass Market Fundraising Directorate is responsible for a c.£30 million part of the income generation activity necessary to deliver AIUK's strategy. The areas of income generation activity within this Directorate's responsibilities are individual giving, social giving (i.e. community fundraising) and retail.

Note: other areas of income generation, including philanthropic, institutional trust and foundation and corporate fundraising, and are managed in a separate directorate, led by a different role (the Director of Major Funding Partnerships). This role is only responsible for our mass-market fundraising and does not have any responsibility for any of the major funding partnership areas.

## Immediate line reports to this role



# JOB DESCRIPTION

## The big picture

- Be responsible for the areas of income generation in AIUK's business plans that derive from mass-market fundraising activities; and that they have clear and sound activity plans and budgets to deliver growth and AIUK's projected profitable income in those areas.
- Improve performance in AIUK income generation activity in mass market fundraising; and clear, high-quality reporting of effectiveness and efficiency so that performance is transparent.
- Be ambitious in increasing the breadth, scale and diversity of income generated from mass market fundraising activity, to support greater human rights impact by Amnesty International in both the UK and around the world.
- Be responsible for reporting to, and engagement with, the AIUK Boards on any strategic and governance matters relating to mass market fundraising activity.
- Provide high quality leadership for the Mass-Market Fundraising Directorate, ensuring that the directorate delivers growth against performance expectations and properly adheres to AIUK processes and policies in delivering that activity and create a collaborative, outcome focused, respectful working environment.
- Be hands on in seeking out, forming and leading on relationships with relevant partners (for example the Amnesty International Secretariat) where senior involvement in relationship building and management of working processes and relationship is most critical and valuable.
- Be a part of the most senior leadership of AIUK, as part of the Senior Management Team (SMT); including actively modelling and displaying leadership behaviours and accountability that embody AIUK's values and behaviours.
- As part of the SMT, be responsible for, and accountable for, the performance of AIUK across its whole business plan; advocate for AIUK's role and approach to a range of stakeholder audiences, collectively to our two Boards, our membership and supporters, as well as to staff and volunteers.

## The day to day

- Responsible and accountable for the quality and profitable performance of AIUK's £multi-million mass-market fundraising programmes.
- Direct and support line reports within the Directorate so that they (and the Directorate as a whole) understand AIUK's business plan and are able to lead their teams in delivering the business plan in a manner that is most effective.
- Ensure that there are robust, measurable mass market fundraising income generation and growth plans in place.
- Improve speed of decision making and getting activity into market by the directorate, so that AIUK is better able to generate income (e.g. delivering faster emergency appeals for important areas of our work relating to issues in the news).
- Ensure a culture of understanding performance data and metrics in the directorate, and using data to make swift decisions to optimise performance and direct activity in market so that it is profitable and sustainable.
- Ensure that there is a varied and vibrant pipeline of innovations in mass-market fundraising being nimbly developed and trialled, so that AIUK keeps evolving its mass-market fundraising approach to keep up with latest developments in consumer and market trends.
- Represent Amnesty International UK, and our mass market fundraising aims in particular, with relevant external audiences, the Amnesty movement worldwide, and within AIUK itself; to embed understanding of our mass market fundraising aims and approach and model and lead collaborative working with relevant partners.
- Take on direct leadership in some areas of delivery; in particular if those areas/projects require us to look to innovative techniques or newer approaches or improve current performance, and so benefit from more senior leadership involvement and responsibility for delivery.
- Ensure that the mass-market fundraising directorate is working most effectively with colleagues in other directorates in AIUK, and with any other relevant parts of the Amnesty movement and any other partners, to best support the delivery of high performance mass-market fundraising.



# JOB DESCRIPTION

## Other

- Responsible for effective business planning and budget planning and management within the Directorate, for a £multi-million annual budget, as part of rolling three-year budgeting/business planning cycles.
- Ensure and keep building a performance driven positive leadership and management culture within the Directorate.
- Ensure AIUK equips team members with the tools, knowledge, and approach to be effective in their roles; work closely with and support colleagues in the Directorate to ensure that we are ambitious and impactful in the activity that we deliver in mass market fundraising, and properly respect relevant fundraising regulation and other important standards (such as ethical practices).
- Represent AIUK, including in presentations and public speaking, with relevant stakeholder audiences (for example at Amnesty movement-wide fundraising skillshares and movement events).
- Model behaviours expected of AIUK colleagues, setting a positive example of those behaviours from a senior leadership level.

## Managing the AIUK way

- Demonstrate positive leadership by taking clear responsibility for the quality and effectiveness of delivery by the Directorate, and being accountable for this within the SMT, to the Boards and to AIUK colleagues and stakeholders as a whole.
- Line manage the roles reporting to this Director position as set out in AIUK's structure.
- Guide your team members with clear direction, regular feedback, check-ins and ensure that clear work and developmental objectives are in place and reviewed.
- Create an inclusive and positive culture in your team, including through role modelling in line with AIUK's expected behaviours.

## All colleagues

- Contribute collaboratively and positively to the organisation's aims of diversity and inclusion.
- Look after the health, safety and welfare of self and all around you.
- Take on other reasonable duties suitable for your grade and abilities, and with the guidance of your manager, development duties as appropriate.



# WHAT WE ARE LOOKING FOR IN OUR DIRECTOR OF MASS-MARKET FUNDRAISING

## Experience, knowledge and skills

- Accountability at a senior level developing, and overseeing growth, in profitable mass market fundraising programmes (operating across multiple channels, at a scale in the £multi-millions) in the not-for-profit sector; with income derived from a range of major sources including large scale individual giving programmes and/or other types of large-scale mass market fundraising activity (such as community-based fundraising and/or value exchange, and/or retail).
- Able to work at an SMT level (or equivalent) in an organisation of similar size and/or complexity to AIUK.
- Capability to report to, and work with, Boards on relevant governance matters, including contributing to the activity of Board sub-committee(s) whose responsibilities are relevant to the work of the Directorate.
- High quality relationship management across a varied audience at a senior level.
- Assimilation and evaluation of complex data and information quickly and accurately, think strategically and formulate and communicate clear and evidence-based decisions (including in writing).
- Centring the well-being of teams and creating a high performing, positive, joyful and inclusive environment.
- Effective communication to a range of audiences from different backgrounds.

## YOU MAY ALSO HAVE

### Capabilities

- Experience working in/working closely with colleagues working in different geographies and from a range of different cultural backgrounds.

### Knowledge

- Awareness of the aims and work of Amnesty International and Amnesty International's positions on human rights issues in our major areas of focus.

### Skills

- Experience of agile ways of working, in particular leading a large team that needs to be able to make agile adaptations to content and/or activity to meet fast-changing emergency/news cycles.
- Presentation and public speaking skills.





# WHAT WE ARE LOOKING FOR IN OUR DIRECTOR OF MASS-MARKET FUNDRAISING

## AIUK BEHAVIOURS

Behaviour	Description
Trust	I trust my colleague's intentions and expertise
Embrace change	I am forward looking, I try new things, learn and I am not afraid to fail
Communicate	I communicate honestly and transparently, with authenticity, sharing openly
Take responsibility	I take responsibility for my own actions and behaviours, and I care about the impact they have on others
Anti-Oppression	I confront inequality and I challenge my own world view
Take action	I move things forward rather than waiting for perfection





# TERMS OF APPOINTMENT

## Salary

The salary for this role is £100,488 per annum on a full-time permanent basis.

## Contract

Permanent, full time.

## Location

1 Easton St, London WC1X 0DW

## Annual Leave

- 27 days annual leave (+ bank holidays), increasing to 29 days on five years' service (prorated for part time).
- Two days religion or belief leave annually.
- Discretionary leave day(s) between Christmas and New Year.

## Work-Life Balance

- Flexible working, where feasible, and supportive of compressed work patterns and job shares.
- Most roles offer hybrid working between home and office.
- Full-time is 35 hours per week.
- Compassionate leave.
- Free confidential counselling.
- Career break with two years' service.
- Occupational sick pay.

## Family friendly

- In addition to statutory entitlements, we offer enhanced family leave pay for qualifying colleagues:
  - Six months maternity, primary carer and adoption leave at full pay.
  - 26 weeks Shared Parental Leave at full pay (less any weeks of maternity or adoption pay taken by partner).
  - Up to 52 weeks parental and co-carer leave at full pay for the first 26 weeks, equivalent of statutory maternity for the next 13 weeks and no pay for final 13 weeks (subject to meeting some criteria).
- Emergency leave for care of dependents
- Flexible working

## Pension

Generous employer pension contributions:

- 2% employee contribution receives a 6% employer contribution
- 3% employee contribution receives a 7% employer contribution
- 4% employee contribution receives an 8% employer contribution
- 5% or above employee contribution receives the maximum 9% employer contribution.

## Life Assurance

Lump sum life assurance benefit equal to four times current annual salary in the event of death in service. This is paid to nominees of the colleague's choice in the event of their death.

## Interest-free Loans

Season ticket, computer, and bicycle loans.

Possible approval for further education contribution, loan and study leave for relevant courses.



## HOW TO APPLY

We hope you will consider making an application. To make an application, please go to <http://starfishsearch.com/jobs/aiuk-dir-mass-mar-fund/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

We would also be grateful if you would complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

### Equal Opportunities

AIUK aims to be an equal opportunities employer and is determined to ensure that no applicant or employee receives less favourable treatment on the grounds of gender, age, disability, religion, belief, sexual orientation, marital status, or race, or is disadvantaged by conditions or requirements which cannot be shown to be justifiable.

To reduce bias in our longlisting process, AIUK operates an anonymised application process. If for any reason you prefer to apply in a different format, or require adjustments in the process, please get in touch. We are a disability confident organisation. More details of inclusion in the AIUK recruitment process can be found [here](#).

## RECRUITMENT TIMETABLE

<b>Closing date</b>	Friday 1st August 2025
<b>Preliminary interviews</b>	Mid-August and early September 2025
<b>Final Panel interviews</b>	Middle to end of September 2025

