

ABF THE SOLDIERS' CHARITY
JOB DESCRIPTION

Regional Director – South West	Direction and guidance from: Director of Regions	Primarily reports to: Date: July 2018
<p>Primary Role. Located in the Regional Office in Bulford, the role encompasses inter alia: representing the Charity in the South West (SW); engaging a wide range of audiences both military and civilian on the work of the Charity to encourage support to regional fundraising; continual development of our volunteer fundraising; initiating and delivery of regional fundraising events & regional targets as set by Director of Regions; helping to provide an interface between the national and regional levels of our Charity; line management of the Fundraising Manager SW, regional executive assistants (EA), regional assistant and the Briefing and Liaison Officer (BLO).</p>		
<p>1. Specific Tasks.</p> <p>a. Representing the Charity within the Region, liaising closely with:</p> <ol style="list-style-type: none"> (1) HQ South West. (2) Regular, and Reserve and Army Cadet Units within your Region. (3) Armed Forces Champions within local government, public and private employers. (4) Other Military Charities. (5) Local and National Media Organisations. (6) Our Volunteer County Committee Chairmen and Committee members. <p>b. To meet the annual fundraising targets set for the Region ensuring that expenditure is kept within budget and savings are made wherever possible:</p> <ol style="list-style-type: none"> (1) Carry out the detailed budget and reforecast work for the Region within the timelines set. (2) Responsibility for Regional Accounting with oversight for committee reporting as stated within the Charity's financial policies, processes and guidance. <p>c. Fundraising – To continually develop regional fundraising and work in partnership with the National Office Fundraising Teams:</p> <ol style="list-style-type: none"> (1) Maintain currency on fundraising best practice, compliant with the Charity Commission, Institute of Fundraising, The Fundraising Regulator – the Codes of Fundraising, the Regional Insurance policy, Regional Finance Instruction, Data Protection (GDPR) Policy and Volunteer Guidance. (2) Utilise your connectivity and access to the South West's political, administrative, public and private organisations to facilitate fundraising and raise the profile of the Charity. (3) Seek out new opportunities through community engagement and corporate partners. (4) Where necessary collaborate or de-conflict with other charities. (5) Assist with National Team fundraising activities e.g. Trust, Corporate, Legacy and National Events. (6) Promote Red, White and Blue Day and the Big Curry Campaign within the Region. <p>d. Charity Database</p> <ol style="list-style-type: none"> (1) Maximise the use of Raisers Edge (RE) as a Business Intelligence 'tool'. (2) Ensure compliance with relevant legislation, including GDPR and PECR. (3) Utilise RE to record interaction and key correspondence with units, volunteers and supporters. (4) Initial and ongoing database training, to include an initial training session at induction, with further top up training as part of the Charity's layered approach to training. 		

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e. Volunteers and Fundraisers

- (1) Support myriad volunteers, who assist fundraising for our Charity.
- (2) Support Fundraisers and Event participants raising funds for our Charity, ensuring they are made to feel valued and thanked for their endeavours.
- (3) If possible, establish and maintain Volunteer Committees to encourage fundraising, providing advice and support when required.
- (4) Promote entry to Carrington Drum and the Revision Cadet Challenge, ensuring that the BLO is engaged with those units who sign up to support the Charity.

f. Line Management of the Fundraising Manager SW, Regional EAs/Regional Assistant and BLO

- (1) Completing annual and mid-year appraisals, as agreed by Director of Regions.

g. Maintenance of Equipment

- (1) Over and above the Office/event equipment/merchandise, maintain and secure a laptop and mobile telephone, as issued by the IT Manager.

h. Others

- (1) Weekend working, as required, particularly during the summer event season. Time off in lieu (TOIL) is subsequently available to be claimed by staff.
- (2) Engage with local and national media organisations to promote the work and activity of the Charity.
- (3) Project management of fundraising events.
- (4) Occasional overnight stays away from home may be required.
- (5) Assemble, erect and dismantle fundraising equipment, including gazebos and marketing stands.
- (6) Attendance at the Charity's Annual Conference.
- (7) Unless already qualified the successful candidate will be expected to attend and pass the Institute of Fundraising's Certificate of Fundraising during their first 18 months with the Charity.

2. Skills/Personal Attributes

- a. Connectivity into the SW's political, administrative, public and private organisations is desirable for this role.
- b. Recent Military experience is desirable, but not essential.
- c. A wide range of Service contacts is desirable.
- d. Ability to be flexible with working patterns.
- e. Well-developed communication skills with strong interpersonal skills.
- f. Able to work on own initiative and as part of a team.
- g. Full clean driving licence is essential.
- h. IT literate with understanding of social media tools is essential.
- i. Previous experience of the Charity sector is desirable.