

**ABF The Soldiers' Charity
Job Specification**

Job Title: Briefing and Liaison Officer South West	Responsible for: South West	Reporting to: Regional Director South West
Main Purpose of Job. The role includes briefing a wide range of audiences on the work of the Charity to encourage support and improve awareness, helping to develop new events, and establishing and maintaining relationships with Army units and the Army Cadet Force.		
Outline Specific Tasks a. Army (1) Develop and maintain relationships with Army units within the South West, coordinating with your Regional Directors, to encourage unit awareness, fundraising and support to fundraising events. (2) Identify and develop Unit POCs to encourage fundraising and support to events. (3) Promote the Carrington Drum competition to Army units; encouraging registration and providing support to those that wish to take part. b. Army Cadet Force. (1) Develop and maintain relationships with the Army Cadet Force, improving awareness of the Charity and encouraging detachments to engage in fundraising activities. (2) Promote the Revision Cadet Challenge, encouraging registration and provide support as necessary. c. Volunteers, Fundraisers and events. (1) Provide guidance and assistance to volunteer fundraisers. (2) Identify and develop new fundraising events. When required take the lead on organising and delivering events. (3) Assist the Regional Director (RD) maintain communications with volunteer committees to facilitate the provision of guidance and assistance to fundraising events and avoid duplication of effort. (4) Identify and develop new sponsorship opportunities. (5) Carry out fundraising compliant with the Fundraising Regulators Code of Fundraising Practice, the Regional Insurance policy and Regional Finance Instruction. d. Charity Database. (1) Routine use of our Customer Relationship Management (CRM) tools to record interaction with units, volunteers and supporters. e. Maintenance of Equipment and Marketing Material. (1) Maintain, operate and secure a Soldiers' Charity van in accordance with the Charity Vehicle Policy. (2) Maintain and secure a laptop and mobile telephone as issued by the IT Manager. (3) Maintain and use the full range of Charity marketing material. f. Accounting (1) Maintain tight control of trading items and 'giveaways'; accounting for all trading items on a regular basis.		

g. Others

- (1) Weekend working and overnight stays away from home may be required including attendance at the Charity's Annual Conference and Regional Meetings.
- (2) Ability to engage with local media organisations on the work of the Charity.
- (3) Assemble and operate fundraising equipment, including gazebos and marketing stands.
- (4) Attend fundraising courses, as required.

h. Skills/Personal Attributes

- 1) Previous fundraising or event experience desirable.
- 2) Recent Military experience with a wide network of current service contacts.
- 3) Ability to be flexible with working patterns.
- 4) Full driving licence.
- 5) IT literate with a well-developed understanding of social media tools.
- 6) Well-developed communication skills and strong interpersonal skills.
- 7) Able to work on own initiative and as part of a team.