

**ABF THE SOLDIERS' CHARITY**  
**JOB DESCRIPTION**

<b>Regional Director Scotland</b>	<b>Direction and guidance from:</b>  <b>Assistant Director Operations (AD Ops)</b> <b>Director Fundraising (DFR)</b>	<b>Primarily reports to: AD Ops</b>  <b>Date: Aug 2023</b>
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**Primary Role. Primary Role.** The purpose of this appointment is to represent the Charity and raise its profile in Scotland. The incumbent is responsible for the planning and execution of fundraising, continual development of our supporter base, engagement with stakeholders, and line management of the Scotland staff.

**1. Specific Tasks.**

**a. Fundraising. Support the annual Fundraising Plan by developing regional fundraising and working in partnership with other Fundraising Teams seeking new opportunities:**

- (1) Plan and deliver regional fundraising events and activities compliant with the Fundraising Regulator's Codes of Fundraising and the Charity's policies and instructions.
- (2) Support the central Corporate and Philanthropy FR teams in seeking opportunities with local Corporate partners and local Trusts.
- (3) Support the Charity direct giving fundraising campaigns within the region.
- (4) Support the central Legacy giving team in promoting gifts in wills locally.
- (5) Support the central events team by promoting Charity flagship events and activities, providing direct support to such events when conducted in Scotland.
- (6) Where necessary collaborate or de-conflict with other charities.
- (7) Manage Regional accounting.

**b. Representing the Charity: Support the annual Comms and Marketing Plan by raising the profile of the Charity within Scotland, sustaining and enhancing the Charity's relationship with stakeholders, increasing the supporter base in Scotland.**

- (1) Use the Charity's digital channels to promote the work of the Charity and, specifically, fundraising events and activities in the Scotland.
- (2) Use and develop your networks and access to Scotland's political, administrative, public and private organisations to raise the profile of and facilitate fundraising by our Charity.
- (3) Local engagement with:
  - a. HQ 51 Brigade & Scotland and HQ Edinburgh Garrison; Regular, Reserve and Army Cadet Units; Highland and Lowland RFCAs, all within Scotland. Notably this includes General Officer Scotland, Governor of Edinburgh Castle, 51 Brigade Commander.
  - b. Lord Provosts and Armed Forces Champions within local government, public and private employers.
  - c. Local and national media organisations.
  - d. Our volunteer network, including Advocates, Scottish Grants Committee members and other volunteers
  - e. Other Military Charities, including Veterans Scotland.

**c. Charity Database**

- (1) Use the Charity's Customer Relationship Management (CRM) tools (Raiser's Edge) to assist with supporter engagement.
- (2) Maximise the use of the CRM as a Business Intelligence mechanism to support regional activity, promoting fundraising and raising the profile of our Charity in Scotland.
- (3) Ensure the region remains compliant with relevant legislation, including UK GDPR and PECR.

**d. Volunteers and Fundraisers**

- (1) Support and assist volunteers, fundraisers and event participants fundraising for our Charity, ensuring they are made to feel valued and thanked for their endeavours.

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- (2) Establish and maintain Volunteer Committees/Advocates to encourage fundraising, providing advice and support when required.
- (3) Promote participation by the Army and Cadets in Charity events and activities including; the Cateran Yomp, Carrington Drum, Race the World, the Revision Cadet Challenge and the Famous Grouse Trophy.

**e. Line Management of the regional staff**

- (1) Set objectives and complete mid-year and annual performance reports, in consultation with AD Ops.
- (2) Manage your team establishing clear business priorities, objectives and professional development plans.

**f. Administration**

- (1) Ensure all Supporter and Event data is correctly recorded (using the Charity's CRM and Event Planning Software (Monday.com)), finance data and cash is correctly accounted for, and Charity provided equipment correctly maintained.
- (2) Exploit all office productivity tools to maximise engagement and fundraising effectiveness, such as WordPress, Enthuse/Fundraising and Mail Chimp.

**g. Others**

- (1) Event management, including setting up fundraising equipment, marketing stands and associated infrastructure.
- (2) Flexibility for out of hours and weekend working, as required.
- (3) Extensive travel throughout Scotland.
- (4) Attendance at the Charity annual staff conference, and other regional and national meetings and associated social functions.
- (5) 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. Previous experience of either the Corporate/Commercial or Charity sectors is highly desirable, particularly managing Charity events.
- b. An existing network within Scotland's political, administrative, public, and private organisations is desirable.
- c. Recent experience of working with or in the Regular or Reserve Armed Forces at an appropriate level is highly desirable.
- d. Able to embrace and represent our Charity's values.
- e. Ability to use a wide range of IT applications is essential (training provided as necessary).
- f. Understanding of social media tools is essential.
- g. Well-developed communication skills with strong interpersonal skills.
- h. Able to work on own initiative and as part of a team.
- i. Driving licence is essential with access to own car.
- j. Experience of line management within a predominantly civilian environment desirable.