

ABF THE SOLDIERS' CHARITY
JOB DESCRIPTION

Fundraising Manager South East	Direction and guidance from: Regional Director South East	Primarily reports to: Regional Director South East Date: 2019
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Primary Role. The role encompasses inter alia: representing the Charity in the South East; in particular initiating, planning and executing effective fundraising within the overall Regional Strategy and Plan, meeting the targets set by the Regional Director South East, 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 and deputising for the Regional Director in their absence.

1. Specific Tasks.

a. Fundraising – To continually develop regional fundraising and work in partnership with the National Office Fundraising Teams:

- (1) Organise and run fundraising events compliant with the Fundraising Regulator's Codes of Fundraising, the Regional Insurance policy and Regional Finance Instruction.
- (2) Utilise your connectivity and access to the South East'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, the Big Curry Campaign and entry to Carrington Drum and the Revision Cadet Challenge within the Region.

b. Representing the Charity within the Region, liaising closely with:

- (1) Our Volunteer Committee Chairmen and Committee members.
- (2) Regular 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.

c. To assist with meeting the annual fundraising targets set for the Region ensuring that expenditure is kept within budget and savings are made wherever possible.

d. Volunteers and Fundraisers

- (1) Support myriad volunteers, who are fundraising for our Charity.
- (2) Support our Volunteer Committees to encourage fundraising, providing advice and support when required.
- (3) Identify and develop new fundraising events, which are organised and conducted by volunteers and/or supporters with limited input from our Charity.

e. Charity Database

- (1) 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.
- (2) Utilise Raisers Edge (RE) to record interaction and key correspondence with supporters, volunteers and units.
- (3) Working with the RD, BLO, EAs and volunteer committees to ensure that the Region

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remains GDPR compliant.

f. Maintenance of Equipment

- (1) Maintain and secure a laptop and mobile telephone as issued by the IT Manager.

g. Others

- (1) Project management of fundraising events.
- (2) Assemble, erect and dismantle fundraising equipment, including gazebos and marketing stands.
- (3) Flexibility for out of hours and weekend working, particularly during the summer event season. Occasional overnight stays away from home may be required. Subsequently, Time off in lieu (TOIL) is available to be claimed by all staff.
- (4) Attendance at the Charity's Annual Conference in June – including associated dinners/receptions.
- (5) Attendance at the Regional Planning Group and other Regional Meetings as required.
- (6) Unless already qualified, the successful candidate will be expected to attend and pass the Institute of Fundraising's Certificate of Fundraising, (or alternate Institute training deemed relevant for the role), during their first 18 months with the Charity.
- (7) Extensive travel throughout the South East Region will be required.

2. Skills/Personal Attributes

- a. Driving licence is essential.
- b. Access to own car.
- c. Ability to be flexible with working patterns.
- d. Able to work on own initiative and as part of a team.
- e. Well developed communication skills with strong interpersonal skills.
- f. IT literate (MS office) essential
- g. Understanding of social media tools is desirable.
- h. Connectivity into the South East's political, administrative, public and private organisations is desirable for this role.
- i. An understanding of the British Army, and empathy with the Charity's beneficiaries is desirable. Previous personal experience of the Regular or Reserve Armed Forces may be beneficial but is not essential.
- j. Experience of the Charity sector, particularly Charity events, is desirable.