

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

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| <b>Regional Director South West</b>   | <b>Direction and guidance from:</b><br><b>Director of Regions (DoR)</b> | <b>Primarily reports to: DoR</b><br><b>Date: Dec 2021 draft</b> |
| <p><b>Primary Role.</b> The role encompasses: representing our Charity in the South West, engaging a wide range of military and civilian audiences on the work of the Charity; raising the profile of our Charity within the Region in support of regional fundraising. Initiating, planning, executing and supporting effective fundraising within the overall Charity's Regional Fundraising Strategy and Plan, meeting the targets set by Director of Regions for the South West; continual development of our volunteer fundraising; helping to provide an interface between the national and regional levels of our Charity; line management of the regional fundraising manager (FM), briefing and liaison officer (BLO) and regional executive assistants (EAs).</p>   |   |   |
| <p><b>1. Specific Tasks.</b></p> <p><b>a. Representing the Charity: raising the profile of our Charity within the Region, sustaining and enhancing the Charity's relationship with stakeholders, maintaining and increasing the supporter base in the South West.</b></p> <p>(1) Use the Charity's digital channels to promote the work of our Charity and, specifically, fundraising events and activities in the South West.</p> <p>(2) Utilise your connectivity and access to the South West's political, administrative, public and private organisations to raise the profile and facilitate fundraising of our Charity.</p> <p>(3) Local engagement with:</p> <p>a. HQ South West.</p> <p>b. Regular, Reserve and Army Cadet Units within your Region.</p> <p>c. Armed Forces Champions within local government, public and private employers.</p> <p>d. Local and National Media Organisations</p> <p>e. Our Volunteer County Committee Chairmen and Committee members.</p> <p>f. Other Military Charities.</p> <p><b>b. To meet the annual fundraising targets set for the Region ensuring that expenditure is kept within budget and savings are made wherever possible:</b></p> <p>(1) Carry out the detailed budget and reforecast work for the Region within the timelines set.</p> <p>(2) Responsibility for Regional Accounting with oversight for committee reporting as stated within the Charity's financial policies, processes and guidance.</p> <p><b>c. Fundraising – To continually develop regional fundraising and work in partnership with the National Office Fundraising Teams:</b></p> <p>(1) Carry out fundraising compliant with the Fundraising Regulator's Codes of Fundraising, the Charity's policies and instructions.</p> <p>(2) Seek opportunities to improve the Regional ROI with Corporate partners and sponsors.</p> <p>(3) Collaborate with other regional offices to deliver pan-regional events and look for opportunities to replicate successful regional activities and events in the South West.</p> <p>(4) Support Charity and Regional Fundraising Campaigns, events and activities within the Region.</p> <p>(5) Assist with National Team fundraising activities e.g. Trust, Corporate, Legacy and National Events</p> <p>(6) Where necessary collaborate or de-conflict with other charities.</p> <p><b>d. Charity Database</b></p> <p>(1) Utilise the Charity's CRM to assist with supporter engagement.</p> <p>(2) Maximise the use of the CRM as a Business Intelligence 'tool' to support regional activity, promoting fundraising and raising the profile of our Charity in the South West e.g. event recruitment and other marketing activity.</p> <p>(3) Ensure the region remains compliant with relevant legislation, including UK GDPR and PECR.</p> <p><b>e. Volunteers and Fundraisers</b></p> <p>(1) Support myriad volunteers, who assist with fundraising for our Charity.</p> |   |   |

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- (2) Support Fundraisers and Event participants raising funds for our Charity, ensuring they are made to feel valued and thanked for their endeavours.
- (3) Where possible, establish and maintain Volunteer Committees/advocates to encourage fundraising, providing advice and support when required.
- (4) Promote entry to the 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 FM, BLO and EAs**

- (1) Setting of objectives and completing mid-year and annual appraisals, as agreed by Director of Regions.
- (2) Ensure coherence of your team across its two locations establishing clear training priorities.

**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. Administration**

- (1) With the other Regional Team Members ensure all Supporter and Event data is correctly recorded, all finance data and cash are correctly accounted for and merchandise maintained.
- (2) With the other Regional Team Members exploit all office tools to maximise fundraising effectiveness, such as WordPress, Enthuse and Mail Chimp.

**i. Others**

- (1) Event management.
- (2) Flexibility for out of hours and weekend working, as required. Occasional overnight stays away from home may be required; time off in lieu (TOIL) is available to be claimed by all staff.
- (3) Extensive travel throughout the South West Region will be required; mileage allowance is available to be claimed by all staff.
- (4) Set up fundraising equipment, including gazebos and marketing stands.
- (5) Attendance at our Charity's Annual Conference, normally in June – including associated dinners/receptions.
- (6) Attendance at the Regional Planning Group and other Regional Meetings as required.
- (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 South West's political, administrative, public and private organisations is desirable.
- b. Recent personal experience of the Regular or Reserve Armed Forces and a wide range of Service contacts is desirable.
- c. Able to embrace and represent our Charity's values.
- d. Ability to be flexible with working patterns.
- 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. Previous experience of the Charity sector, particularly Charity events is desirable.