

Job title: Events Assistant	Responsible for:	Reporting to: National Events Manager
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## ABF The Soldiers' Charity – The National Charity of the British Army

We give a lifetime of support to soldiers and veterans from the British Army, and their immediate families, when they are in need. We make grants to individuals through their Regiments and Corps and support a wide range of specialist charities that sustain the British Army 'family', both at home and around the world.

We take pride in being responsive, making a difference at a critical point in peoples' lives. We have been doing this since 1944, working with veterans of every conflict, and we envisage continuing doing so for the 'long haul' – supporting all future generations of our soldiers and their dependents.

### PRIMARY ROLE

To support the National Events Team in maximising income for the charity through its Events Programme.

### Outline Specific Tasks

The following activities are intended as a guide to the main responsibilities of the post and are not an exhaustive list of duties and tasks. The post-holder may be required to undertake other duties that are not listed below, at the direction of their manager. The job description may be amended from time to time after consultation with the post holder.

- To support the National Events Team on the day-to-day administration tasks. This will include taking and responding to enquiries online and over the phone, through to ensuring all sponsorship money is correctly batched (entered into the charity database) and thanked.
- To assist with the high standard of supporter care established by The Soldiers' Charity events team; including third party events, our bespoke challenge events programme and our special events programme to Army and civilian audiences.
- Responsibility for coordinating and growing our event community 'The Fundraising Army'. Work with The National Events Team to develop The Fundraising Army including drafting engaging content across our platforms.
- Support the team with other online communities to ensure participants feel part of a larger team raising money for soldiers, veterans and their families.
- Develop knowledge of online marketing to promote and support The National Events Teams portfolio.
- Monitor and update website content to ensure brand consistency.
- To work closely with Directors of Fundraising (National and Regional) to provide support and ensure a consistent level of support to fundraisers taking part in events.
- Undertake day to day support for event participants, providing them with advice and materials with an aim to increase average fundraising levels.
- Develop knowledge of the challenge events fundraising market and become familiar with all The Soldiers' Charity Events.
- Potential to take on responsibility for delivering events after a probationary period.

### PERSON SPECIFICATION

**Candidates must fulfil the following essential criteria.**

ABF The Soldiers' Charity  
Job Specification

In order to be considered for this post you will be able to demonstrate that you already have:

- Proven ability to provide administrative support to an individual or team.
- Experience in a fundraising or Events environment either paid or voluntary.
- Understanding and knowledge of social media platforms and website content management.
- Ability to work to deadlines with an excellent eye for detail.
- Proven commitment to first class customer care.

**Qualifications**

- Educated to A-level or equivalent.

**Skills - Essential**

- Excellent administration skills.
- Excellent verbal and written communication skills.
- Strong social media understanding.
- Strong IT skills including Microsoft office products.
- Passion for learning.
- A team player who is flexible, calm under pressure.
- Empathy with the work of The Soldiers' Charity.

**Skills - Desirable**

- Experience of working in an events environment either professionally or in a voluntary capacity.
- Experience of content management systems and SEO.
- Experience of building online communities and drafting engaging content.
- Experience of The Raiser's Edge database or similar.
- Full clean driving licence.

**Special Circumstances**

This role will involve some travel to events and on occasion overnight stays. The role will also involve working some unsociable hours for which TOIL will be given.

**Agreed by:**

**Date:**

**Published Date:**