

**ABF The Soldiers' Charity  
Job Description**

<b>Briefing and Liaison Officer South West</b>	<b>Direction &amp; Guidance from: Regional Director – South West</b>	<b>Primarily Reports to:  Date: 2018</b>
<p><b>Role.</b> The role encompasses, inter alia: briefing a wide range of audiences both military and civilian on the work of the Charity to encourage support to regional fundraising, provision of fundraising support to the Regional Office and Events, establishing and maintaining key relationships with Army units, both Regular and Reserve, and continual development of our volunteer fundraising.</p>		
<p><b>1. Specific Tasks</b></p> <p><b>a. Army</b></p> <p>(1) Develop and maintain relationships with Regular and Reserve units within your area of responsibility, coordinating with the Regional Director, to encourage unit fundraising and support to fundraising events.</p> <p>(2) Identify and develop Unit POCs to encourage fundraising and support to events.</p> <p>(3) Promote the Carrington Drum competition to both Regular and Reserve Army units; encouraging registration and providing support to those that wish to take part, ensuring that units are soft credited for any support they provide.</p> <p>(4) Where Gaming Machines still exist, remind RAOs that 10% of the profits should come to the Charity.</p> <p><b>b. Army Cadet Force.</b></p> <p>(1) Develop and maintain relationships with the Army Cadet Force within your area of responsibility, encouraging each detachment to engage in fundraising activities.</p> <p>(2) Promote the Revision Cadet Challenge; encouraging registration and providing support to those that wish to take part, ensuring that units are given soft crediting for any support they provide.</p> <p><b>c. Volunteers and Fundraisers.</b></p> <p>(1) Support myriad volunteers, who are fundraising for our Charity.</p> <p>(2) Identify and develop new fundraising events, which are organised and conducted by volunteers and/or supporters with limited input from the Charity.</p> <p>(3) Maintain a channel of communication between the Regional Office and Committee Chairmen, where required, in order to provide advice and support to fundraising events ensuring that duplication of effort is avoided.</p> <p><b>d. Charity Database - Raisers Edge (RE).</b></p> <p>(1) Routine use of RE to record interaction and key correspondence with units, volunteers and supporters.</p> <p><b>e. Maintenance of Equipment and Marketing Material.</b></p> <p>(1) Maintain, operate and secure a Soldiers' Charity van in accordance with the Charity Vehicle Policy.</p> <p>(2) Maintain and secure a laptop and mobile telephone as issued by the IT Manager.</p> <p>(3) Maintain the full range of Charity marketing material.</p>		

**f. Accounting**

- (1) Maintain tight control of trading items and 'giveaways'; accounting for all trading items on a regular basis.
- (2) Carry out fundraising compliant with the Fundraising Regulators Code of Fundraising Practice, the Regional Insurance policy and Regional Finance Instruction.

**g. Others**

- (1) Weekend working, as required, particularly during the summer event season. Time off in lieu (TOIL) is subsequently available to be claimed by staff.
- (2) Overnight stays away from home may be required at times.
- (3) Attendance at the Charity's Annual Conference.
- (4) Be able to engage with local media organisations on the work and activity of the Charity.
- (5) Assemble, erect and dismantle fundraising equipment, including gazebos and marketing stands.

**2. Skills/Personal Attributes**

- a. Liaison with commercial organisations, and local clubs and associations should be expected
- b. Recent Military experience with a wide range of current service contacts.
- c. Ability to be flexible with working patterns.
- d. Full clean driving licence is essential.
- e. IT literate with a well developed understanding of social media tools.
- f. Well developed communication skills with strong interpersonal skills.
- g. Able to work on own initiative and as part of a team.