

**ABF The Soldiers' Charity  
Job Specification**

<b>Job Title:</b> <b>Briefing and Liaison Officer South East</b>	<b>Reporting to:</b> <b>Regional Director South East</b>	<b>Responsible for:</b> <b>South East</b>
<p><b>Main Purpose of Job.</b>  The role encompasses briefings to a wide range of audiences, military, civilian and corporate on the work of the Charity to encourage support to regional fundraising; helping to develop new events, 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>Outline Specific Tasks</b></p> <p><b>a. Army</b></p> <ol style="list-style-type: none"> <li>(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.</li> <li>(2) Identify and develop Unit POCs to encourage fundraising and support to events.</li> <li>(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.</li> </ol> <p><b>b. Army Cadet Force.</b></p> <ol style="list-style-type: none"> <li>(1) Develop and maintain relationships with the Army Cadet Force within your area of responsibility, encouraging each detachment to engage in fundraising activities.</li> <li>(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.</li> </ol> <p><b>c. Volunteers, Fundraisers and events.</b></p> <ol style="list-style-type: none"> <li>(1) Support local volunteers who are fundraising for our Charity.</li> <li>(2) Identify and develop new fundraising events, which are organised and conducted by volunteers and/or supporters with limited input from the Charity. At times, take the lead on organising an event.</li> <li>(3) Maintain a channel of communication between the Regional Offices and Committee Chairmen, where required, in order to provide advice and support to fundraising events ensuring that duplication of effort is avoided.</li> <li>(4) Identify and develop new sponsorship opportunities.</li> </ol> <p><b>d. Charity Database - Raisers Edge (RE).</b></p> <ol style="list-style-type: none"> <li>(1) Routine use of RE to record interaction and key correspondence with units, volunteers and supporters.</li> </ol> <p><b>e. Maintenance of Equipment and Marketing Material.</b></p> <ol style="list-style-type: none"> <li>(1) Maintain, operate and secure a Soldiers' Charity van in accordance with the Charity Vehicle Policy.</li> <li>(2) Maintain and secure a laptop and mobile telephone as issued by the IT Manager.</li> <li>(3) Maintain and utilise the full range of Charity marketing material.</li> </ol>		

**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 and Regional Meetings.
- (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.
- (6) Attend fundraising courses, as required.

**h. Skills/Personal Attributes**

- a. Previous fundraising or event experience desirable.
- b. Recent Military experience with a wide range of current service contacts would be highly desirable.
- c. Ability to be flexible with working patterns.
- d. Full UK driving licence.
- 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.