

ARMY BENEVOLENT FUND
JOB DESCRIPTION

Regional Director West Midlands	Direction and guidance from: Assistant Director Operations (AD Ops) Director Fundraising (DFR)	Primarily reports to: AD Ops Date: Jan 2024
<p>Primary Role. The purpose of this appointment is to represent the Charity and raise its profile in West Midlands. The incumbent is responsible for the planning and execution of fundraising, continual development of our supporter base, engagement with stakeholders, and line management of the West Midlands staff.</p>		
<p>1. Specific Tasks.</p> <p>a. Fundraising. Support the annual Fundraising Plan by developing regional fundraising and working in partnership with other fundraising teams seeking new opportunities:</p> <ol style="list-style-type: none"> (1) Plan and deliver regional fundraising events and activities compliant with the Fundraising Regulator’s Codes of Fundraising and the Charity’s policies and instructions. (2) Support the central Corporate and Philanthropy FR teams in seeking opportunities with local Corporate partners and local Trusts. (3) Support the Charity direct giving fundraising campaigns within the region. (4) Support the central Legacy giving team in promoting gifts in wills locally. (5) Support the central events team by promoting Charity flagship events and activities, providing direct support to such events when conducted in West Midlands. (6) Where necessary, collaborate or de-conflict with other charities. (7) Manage Regional accounting. <p>b. Representing the Charity. Support the annual Comms & Marketing Plan by raising the profile of the Charity within West Midlands, sustaining and enhancing the Charity’s relationship with stakeholders, increasing the supporter base in West Midlands.</p> <ol style="list-style-type: none"> (1) Use the Charity’s digital channels to promote the work of the Charity and, specifically, fundraising events and activities in the West Midlands. (2) Use and develop your networks and access to West Midlands’s political, administrative, public and private organisations to raise the profile of and facilitate fundraising by our Charity. (3) Local engagement with: <ol style="list-style-type: none"> a. Regular, Reserve and Army Cadet Units; all within West Midlands. b. Lord Provosts and Armed Forces Champions within local government, public and private employers. c. Local and national media organisations. d. Our volunteer network, including advocates, and volunteers. e. Other Military Charities. <p>c. Charity Database</p> <ol style="list-style-type: none"> (1) Use the Charity’s Customer Relationship Management (CRM) tools (currently Raiser’s Edge) to assist with supporter engagement. (2) Maximise the use of the CRM as a Business Intelligence mechanism to support regional activity, promoting fundraising and raising the profile of the Charity in West Midlands. (3) Ensure the region remains compliant with relevant legislation, including UK GDPR and PECR. <p>d. Volunteers and Fundraisers</p> <ol style="list-style-type: none"> (1) Support and assist volunteers, fundraisers and event participants fundraising for the Charity, ensuring they are made to feel valued and thanked for their endeavours. (2) Establish and maintain Volunteer Committees/Advocates to encourage fundraising, providing advice and support when required. 		

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- (3) Promote participation by the Army and Cadets in Charity events and activities including the Wheels on the Western Front and the Revision Cadet Challenge, as applicable.

e. Line Management of the regional staff

- (1) Set objectives and complete mid-year and annual performance reports, in consultation with AD Ops.
- (2) Manage your team, establishing clear business priorities, objectives and professional development plans.

f. Administration

- (1) Ensure all Supporter and Event data is correctly recorded (using the Charity's CRM and Event Planning Software (Monday.com)), finance data and cash is correctly accounted for, and Charity provided equipment correctly maintained.
- (2) Exploit all office productivity tools to maximise engagement and fundraising effectiveness, such as WordPress, Enthuse/Fundraising and Mail Chimp.

g. Others

- (1) Event management, including setting up fundraising equipment, marketing stands and associated infrastructure.
- (2) Flexibility for out of hours and weekend working, as required.
- (3) Extensive travel throughout West Midlands.
- (4) Attendance at the Charity annual staff conference, and other regional and national meetings and associated social functions.
- (5) 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. Previous experience of either the Corporate/Commercial or Charity sectors is highly desirable, particularly managing Charity events.
- b. An existing network within West Midlands's political, administrative, public, and private organisations is desirable.
- c. Recent experience of working with or in the Regular or Reserve Armed Forces at an appropriate level is highly desirable.
- d. Able to embrace and represent our Charity's values.
- 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. Experience of line management within a predominantly civilian environment desirable.