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| Job Title: Regional Director North West | Direction and guidance from: Assistant Director Community Fundraising and Engagement (CF&E). Director Fundraising (DFR) | Primarily reports to: AD CF&E Date: Jul 24 |
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Role Summary:

The purpose of this appointment is to represent the Charity and raise its profile in the North West region. 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 North West regional staff.

Specific Tasks

a. Fundraising. Support the annual Fundraising Plan by developing regional fundraising and working in partnership with other Fundraising Teams seeking new opportunities:

- (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 the North West region.
- (6) Where necessary collaborate or de-conflict with other charities.
- (7) Manage Regional accounting with oversight of volunteer committee reporting.

b. Representing the Charity: Support the annual Comms and Marketing Plan by raising the profile of the Charity within the Region, sustaining and enhancing the Charity’s relationship with stakeholders, increasing the supporter base in the North West region.

- (1) Use the Charity’s digital channels to promote the work of the Charity and, specifically, fundraising events and activities in the North West region.
- (2) Use and develop your networks and access to the North West region’s political, administrative, public and private organisations to raise the profile of and facilitate fundraising by our Charity.
- (3) Local engagement with:
 - a. Regular, Reserve and Army Cadet Units within the Region.
 - b. Armed Forces Champions within local government, public and private employers.
 - c. Local and national media organisations.

- d. Our Volunteer County Committee Chairs and Committee members.
- e. Other Military Charities.

c. Charity Database

- (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 our Charity in the North West region.
- (3) Ensure the region remains compliant with relevant legislation, including UK GDPR and PECR.

d. Volunteers and Fundraisers

- (1) Support and assist volunteers, fundraisers and event participants fundraising for our 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.
- (3) Promote participation by the Army and Cadets in Charity events and activities including: the CATERAN YOMP, the Cadet Challenge, and Inter-Unit the Fundraising Challenge.

e. Line Management of the regional staff

- (1) Set objectives and complete mid-year and annual performance reports, in consultation with AD CF&E.
- (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 appropriate charity CRM or Event Planning Software; 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 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 the North West Region.
- (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.

Skills/Personal Attributes

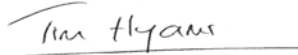
- a. Previous experience of the Charity sector, particularly managing Charity events, is desirable.
- b. An existing network within the North West region's political, administrative, public, and private organisations is desirable.
- c. Recent experience of working with or in the Regular or Reserve Armed Forces 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.

Authorised by: Chief Executive

Date: 31st July 2024

Name: Tim Hyams

Signature:



Date: 31st July 2024