

Job Title: Events Assistant (North-East)	Direction and guidance from: Regional Director North-East	Primarily reports to: Regional Director North-East
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Role Summary:

Supporting events and engagement for the Army Benevolent Fund Regional Office in the North-East, in order that the Region can achieve its targets and objectives as set out in the annual Fundraising Plan.

This role encompasses: providing administrative support to the regional fundraising activities, developing the volunteer fundraising, and supporting the delivery of regional fundraising and engagement events, in person, as required, as part of the Regional Office team.

Specific Tasks:

1. Database Management.

- Input, maintain and amend constituent data, and maximise use of the regional component of the Charity’s Customer Relationship Management (CRM) database, Salesforce.
- Input, maintain and amend financial data from regional campaigns on the Charity’s finance system, NetSuite.
- Exploit all office productivity tools (such as WordPress, Enthuse, Mail Chimp, Brand Stencil, and the Fundraisin platform), to maximise engagement and fundraising effectiveness.
- Advertise future events on the regional web page.
- Make efficient use of the CRM database for communicating with supporters.
- Ensure ‘thank you’ letters are sent and saved, with the CRM database updated.
- Work with the Regional Director (RD), Events Executive (EE), and volunteers, to ensure that the Charity remains GDPR compliant.
- Attend initial and ongoing database training, to include an initial training session at induction with further top up training as part of the Charity’s layered approach to training.

2. Event Administration.

- In support of regional team, ensure event/campaign administration (batching income; updating campaign info; submitting expenses etc.) is dealt with in a timely fashion using the Charity’s databases.
- Use relevant events and sponsorship platforms (such as Fundraisin, Enthuse, and JustGiving) to monitor regional events and supporters.
- Respond to all enquiries and act as the primary contact to supporters and volunteers.
- Take initiative in giving guidance to supporters and volunteers in the absence of the RD.
- Search for, and comply with, relevant policy and process documents held on the Charity’s network drives.
- Receive and dispatch mail and merchandise in support of regional team.
- Maintain fundraising materials and stock levels.

3. Fundraising.

- Support regional team in coordinating and setting up/scheduling all regional fundraising events.
- Assist with briefings and events (planning and delivery of) and represent the Charity at external events e.g., cheque presentations and volunteer briefings, as required.
- Provide support to regional fundraising events.
- Support the North-East regional team with engagement activities when required.
- Be prepared to initiate and manage your own regional events where opportunities exist, and with guidance from your RD.
- Act as the primary Point of Contact and support volunteer fundraisers and supporters in the region.
- Distribute fundraising equipment and merchandise as required.
- Maintain currency on fundraising best practice in line with charity training updates.

4. Other.

- Flexibility for out-of-hours and weekend working, particularly during the summer event season. Time off in lieu (TOIL) can be authorised by the RD.
- Attending the Charity’s Annual Conference in person or virtual – including associated receptions.
- Attending the Fundraising Team Conferences in person or virtual – included associated receptions.
- Assist in the assembly and dismantling of fundraising equipment, including gazebos and marketing stands.

Skills/Personal Attributes.

- Ability to be flexible with working patterns.
- A driving license is essential.
- Be able to work on own initiative and as part of a team.
- Possess effective communication skills, with strong interpersonal skills.
- Literate, numerate with good office practice experience.
- IT literate with an understanding of social media tools is desirable.
- An understanding of the British Army and the charity sector is desirable.
- A strong empathy with the charity’s cause and beneficiaries

Agreed By: AD Community Fundraising & Engagement	Name: <i>Suzy Holmes</i>	Date: 25 March 2026
Approved By: Chief Executive	Name: <i>Tim Hyams</i>	Date: 25 March 2026