

Job Title: Assistant Director of Community Fundraising and Engagement Full-time 35 hours per week, based in London Office	Direction and guidance from: Director Fundraising Director Comms and Marketing Chief Operating Officer	Primarily reports to: Director Fundraising Reviewed July 2026
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Primary Roles:

The Assistant Director of Community Fundraising and Engagement (AD CF&E) will be responsible for the in-year delivery of the Charity's community fundraising and engagement (CF&E) events and activities in support of the annual Fundraising and Communications & Marketing plans, and the overall ABF Plan.

AD CF&E will lead on assuring the interface with the Charity's regionally based volunteer community, the regional element of the Army's chain of command, and wider regional stakeholders; and will be the primary central point of contact for county chairs, their committees, and other advocates.

AD CF&E principal deliverable will be the annual CF & Engagement (CF&E) Plan, and its associated required outcomes. The CF&E Plan will draw on the supported Fundraising and Communications & Marketing Plans, and the overarching ABF Plan, which will articulate the events and activities to be delivered by AD CF&E through the CF&E Plan, with measures of effectiveness and resources apportioned for each event or activity.

AD CF&E will lead the activity of regional fundraising and engagement staff in the delivery of successful events; providing informed fundraising direction and guidance, project managing, troubleshooting and reprioritising as required and in consultation with Director Fundraising (DFR) and Director Communications & Marketing (DC&M).

AD CF&E will ensure that centrally co-ordinated FR activity (legacy marketing, corporate engagement, major donor management, trusts management, direct mail activity etc) is appropriately incorporated into, and delivered by, CF&E activity.

AD CF&E will support DC&M in developing the relationship with the Army and the Army Cadet Force.

Job Specification:

- Support DFR and DC&M in co-ordinating plans, budgets, and forecasting.
- Produce and deliver the Charity's annual CF&E Plan.
- Provide informed fundraising advice, and guidance, to the regional teams seeking to improve their capability.
- Oversee the successful delivery of the regional event programme, which is to be subject to continual development and improvement.

- Facilitate volunteer delivered events, seeking to co-ordinate them with the CF&E Plan and the Charity's Central Events.
- Engage with county chairs and regional advocates; plan and facilitate routine and regular Chief Executive engagement with the volunteer community.
- Maintain routine engagement with regional element of the Army's chain of command, the ACF, and wider regional stakeholders.
- Act as the Reporting Officer for the regional directors and Countersigning Officer for other regional staff.
- Oversee the Montgomery Bowl, Army Inter Unit, and Army Cadet Force Military Challenge competitions.
- Ensure that post event reviews are carried out so that projects can be effectively evaluated and ensure that learnings are carried forward.
- Ensure assured information flow between MBH and the regional offices, enabling mutual support, cross-fertilisation of lessons identified and best practice, and shared understanding.
- Working with the Chief Operating Officer (COO) and Director Finance (DFin), ensure that pan-charity business processes and procedures are constructed with the regional dynamic in mind.

Person Specification

Educational Standards and Level of Skills:

- Significant and relevant experience of the charity Fundraising sector and in particular community events and volunteer fundraising.
- An up to date understanding of the Army and an awareness of the Army Cadet Force.
- Up to date knowledge of developments in the external fundraising environment.
- Relevant training courses; Institute of Fundraising Certificates.
- Computer literate, comfortable with MS Office tools, familiar with social media platforms.
- Competent in budget management.
- Project management qualifications/skills are desirable.
- HR management qualifications/skills are desirable.
- Full UK driving licence.

Personal attributes:

- Exceptional organisational and critical thinking skills; able to perform complex tasks and prioritise projects.
- An experienced and proven planner, adept at synchronising activity, managing and allocating resources and delivering expected outcomes to time, cost and specification.
- Well-developed writing and oral communication skills, readily able to synthesise information and write and present policy papers, briefs and reports – often under pressure of time.
- Excellent interpersonal skills and the ability to interact and work effectively with all elements of the Charity and supporting volunteers.
- A self-starter, proactive, collegiate, with drive and commitment.
- Personable yet decisive and confident, capable of working with and inspiring colleagues and volunteers.

- Sound judgement and good people management skills.
- High level of discretion and tact; able to maintain confidentiality of sensitive HR matters.
- Strong empathy with the cause of the Charity and its beneficiaries.
- Whilst London based, this appointment involves regular travel around the UK.
- Must be willing to work outside of core hours and at weekends, when necessary, across the UK.

Agreed by: Director of Fundraising	Name: <i>Sheila Lutchanah</i>	Date: 9 July 2026
Approved by: Chief Executive	Name: <i>Tim Hyams</i>	Date: 9 July 2026