

**ABF THE SOLDIERS' CHARITY**  
**JOB DESCRIPTION**

<b>Briefer/Liaison Officer for West and South West Regions</b>	<b>Direction and guidance from:</b>  <b>Regional Director of Fundraising – West</b>	<b>Primarily reports to:</b>  <b>Regional Director of Fundraising – West</b>  <b>Date: June 2012</b>
<p><b>Primary Role.</b> Your primary role is to provide support to the Regional Directors of Fundraising (RDF) in the West and South West Regions, especially the briefing of Army units and developing community fundraising.</p>		
<p><b>Specific Tasks.</b></p> <ol style="list-style-type: none"> <li>1. You are to assist and support the RDF West and South West with their fundraising activities.</li> <li>2. Your time will be allocated evenly between Regions based upon the number of primary tasks to be fulfilled. Priorities and direction on day to day business will be provided by RDF West.</li> <li>3. You are principally a briefer/ liaison officer between ABF The Soldiers' Charity and the serving Army on the ground – regular and territorial, and the Army Cadet Forces.</li> <li>4. You are to brief all units (not on operations) within your area of responsibility, ideally once per year. This can be at unit Study Days or to Officers', WOs' and Sgts' or JNCO Messes and, only when specifically invited, speaking to large groups of soldiers. Briefs to wives are also encouraged. The RSM may well be your first point of contact</li> <li>5. Within your regions you will be the primary focus for the Carrington Drum and the Revision Trophy and any other similar trophies the charity uses as an incentive for the Army to keep ABF The Soldiers' Charity as the default for its charitable efforts.</li> <li>6. You are to seek out opportunities to fundraise, with either you leading or, preferably, you motivating others to organise their own events.</li> <li>7. You will normally work from the Regional Office in Bulford. However there will be times when it may be more appropriate for you to work from home, as agreed with RDF West.</li> <li>8. You will be conversant with the charity's community fundraising strategy and will be able to advise on street and supermarket collections as part of unit fundraising plans. You will be able to encourage all ranks to become 'community fundraisers' and to register their email addresses with the charity. You may, in passing, be able to persuade Officers, WOs and SNCOs to become regular givers.</li> <li>9. Where Gaming Machines still exist, remind RAOs that 10% of the profits should come to the charity.</li> </ol> <p><b>Coordination</b></p> <ol style="list-style-type: none"> <li>10. It is important that the charity's agents around the Region (especially County Chairmen) know what you are doing so as to avoid unnecessary embarrassment or duplication of effort. A brief post visit report is to be made to the RDF. Naturally when organising a visit, clearance is to be received from the Adjutant, PSAO or whoever acts on behalf of the CO/OC.</li> <li>11. You are also to engage in other fundraising activities within your area, including attendance at shows and events, briefs to clubs and schools and engagement with local charity organisations such as Lions and Rotary Clubs as discussed with and directed by RDFs West and South West.</li> </ol> <p><b>Tools to help you do the job</b></p> <ul style="list-style-type: none"> <li>• A Van</li> <li>• A mini marquee.</li> </ul>		

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- Pull up displays, banners and flags.
- The full range of supporting literature, together with publicity items, 'giveaways' and merchandise.

**Communication**

12. A laptop and mobile telephone will be provided from the West Regional office.

**Skills/Personal Attributes**

13. You will probably be a recently retired WO1 or WO2 with a proven track record in interpersonal skills (good with people), diplomatic, well organised, and with a wide range of current contacts among your peers. As you will often be the first face of the charity within the military community, you will have an easy, relaxed but no-nonsense manner and will be able to communicate with all ranks as well as with county committee members, who are often retired senior officers. Other key skills/attributes required are:

- A team player, who is flexible and calm under pressure
- Proven ability to manage several tasks concurrently
- Proven ability to manage own work load and prioritise work successfully, working to deadlines
- Excellent verbal and written communication skills
- Track record of successful relationship management/customer service
- Experience writing briefs / copy or reports for internal and external audiences
- Confident managing senior level contacts
- Confident, a self-starter and an achiever
- Proven commitment to first-class customer care
- Proven experience in using a range of research skills, including the Internet

14. You must be fully IT literate, with competence in mainstream MS Office product, comfortable with the application and use of social media tools, and has a good working knowledge of bookkeeping and elementary accounting procedures.

15. You will need to be proactive, enthusiastic, energetic, assertive and able to work on your own initiative and have a flexible approach to the work. You must have the necessary leadership, energy, flair, imagination, presence, communication and diplomatic skills to execute a successful fundraising operation both in the military and civilian communities. A clean driving licence is essential and overnight stays away from home may be required at times.