

THE ROYAL AIR FORCE BENEVOLENT FUND

JOB PROFILE			
Role:	Director Scotland & Northern Ireland	Date profile last reviewed:	December 2018
Name:		Reports to:	Lead Area Director (who also fulfils the role of Area Director for the RAFBF southern region)

MAIN SUMMARY OF ROLE

For the Scotland & Northern Ireland region, to develop and maintain high-value relationships with senior Royal Air Force (RAF) members at station/unit level and elsewhere, corporate partners, high net worth individuals, grant giving trusts and other potential influencers/donors, to ensure that the RAF Benevolent Fund's outputs and brand are widely known, understood and supported (including in respect of fundraising). A key aspect of the role is promoting the Fund's Welfare services which, as an integral element of the Fund's burgeoning outreach and awareness raising programme, will also feature prominently in the Fund's own Centenary campaign objectives in 2019.

KEY RESPONSIBILITIES (Development, Reporting and Performance)

1. Develop/agree the objectives and income targets/budget for the region with the Lead Director and Senior Management Team.
2. Manage the budget and report monthly, identifying performance issues and providing timely forecasts for income and expenditure.
3. Work closely with the Lead Area Director and Head Office Partnerships team to develop and operationalize the strategic corporate plan for the region. Where appropriate, research and develop profitable prospects (for engagement and fundraising gain), within the corporate sector particularly, working with the Head of Partnerships to ensure deconfliction with existing relationships across the wider UK.
4. Provide support to the Community Fundraising Manager/regional Community Fundraisers, to include, when appropriate, as the senior ex-RAF representative in the region, the 'fronting' of major events, and provision of presentations and other value-adding presence.
5. Cultivate senior RAF station relationships by meeting Station/unit Commanders and senior executives (notably, OC Base Support Wing) within 6-weeks of them taking post. Subsequent regular dialogue should be maintained to preserve a healthy working relationship, which both promotes the Fund's welfare offer and the station's support to the RAF Benevolent Fund. This should include issues raised through Station Welfare Committee meetings where appropriate.
6. Deliver presentations to serving-RAF audiences, the wider RAF Family and engagement with others appropriate to the region.

7. Work closely with the Head Office Communications team through the Regional Communications Officer to ensure that local events, activities and opportunities are afforded sufficient exposure to enhance the profile of the Fund across the region.
8. Line manage the Area Administrator who is based in the Fund's Edinburgh office.
9. Develop Regional Development Groups (high-level influencers and Fund advocates) in the region (ideally at least two) involving the local Community Fundraising team as appropriate.
10. Develop enduring relationships with key stakeholders and interlocutors in the region (including Air Officers' Scotland/Northern Ireland, Veterans' Scotland, Lord Lieutenants', Parliamentarians, the Local Authorities, RAF Reserve units, the University Air Squadrons and the Air Cadets).
11. Retain a full, current understanding of the Fund's welfare offer and messaging requirements through regular liaison with the Head Office Welfare Directorate and Communications team, and contribute ideas/comment on welfare and other provision/initiatives through the Lead Area Director.
12. Provide assistance to the Head Office Welfare team (as time allows) within the region eg liaison with beneficiaries' and providing education of the RAF/other Service charities regarding the RAF Benevolent Fund's welfare work.
13. Provide a local assessment of welfare provision and make associated recommendations to the Director Welfare & Policy, as agreed with the Lead Area Director.
14. Represent the RAF Benevolent Fund on the Veterans' Scotland Executive Committee, and deal with ex-committee business as it arises.
15. Work collaboratively across the organisation to share best practice and expertise, reporting any issues to Lead Area Director.

COMPETENCIES REQUIRED FOR THE ROLE

Delivering Results and meeting customer expectations

- Consistently achieves project goals
- Sets high standards for quality and quantity
- Monitors and maintains quality and productivity

Entrepreneurial and commercial thinking

- Identifies business opportunities for the organisation
- Controls costs and thinks in terms of profit, loss and added value

Leading and supervising

- Provides others with a clear direction

- Delegates work appropriately and fairly
- Motivates and empowers others
- Provides staff with development opportunities and coaching

Relating and networking

- Builds wide and effective networks of contacts inside and outside the organisation
- Relates well to people at all levels

Persuading and influencing

- Gains clear agreement and commitment from others by persuading, convincing and negotiating
- Projects credibility

Planning and organising

- Plans activities and projects well in advance and takes account of possible changing circumstances
- Monitors performance against deadlines and milestones

Writing and reporting

- Writes convincingly in an engaging and expressive manner
- Structures information to meet the needs and understanding of the intended audience

QUALIFICATION(S), KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED FOR THE ROLE

Academic/Professional Qualification(s) or equivalent:

Essential

- Educated to degree level or equivalent

Desirable

- Member of Institute of Fundraising
- Institute of Fundraising Diploma in Fundraising

Knowledge/ Experience:

Essential

- Knowledge of the Royal Air Force and the RAF Family, having served at (senior) RAF Commissioned Officer rank, probably as a Wing Commander
- Less than 5 years since having left the RAF
- Experience of leading, managing and motivating teams

Desirable

- Professional fundraising or marketing experience within the third sector
- Experience in managing complex and successful fundraising/profile events
- Service as aircrew within the Royal Air Force, and reached the rank of Wing Commander, or above

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| <ul style="list-style-type: none">• Experience of managing budgets of £300k or over and associated expenditure• IT literate (Microsoft packages and CRM databases) | <ul style="list-style-type: none">• Demonstrable experience of securing and managing significant and profitable fundraising relationships within the UK voluntary sector, or equivalent experience. |
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Skills/Abilities:Essential

- Excellent interpersonal and relationship building skills with the ability to quickly establish rapport and trust, and build long term sustainable relationships.
- Excellent written and presentation skills with the ability to be engaging and persuasive.
- Excellent negotiation and influencing skills.
- Energetic and enthusiastic with the ability to manage and prioritise.
- Ability to work as part of the wider organisation, seeking guidance when necessary and sharing positive outcomes.

Other Requirements:

- Travel to other locations and occasional overnight stays (as appropriate)
- A full UK driving licence – a car or car allowance is available
- To carry out any other duties within the scope of the job as requested by line manager

Signature

I confirm this job profile has been drawn up with my full involvement and accurately reflects the responsibilities of the role.

Postholder's Signature:

NAME:

Line Manager's Signature:

NAME:

Date: