

Job Description: Regional Manager

Job title	Regional Manager
Region	South Central (Gloucestershire, Oxfordshire, Buckinghamshire, Berkshire and Wiltshire)
Base	Home base, with frequent travel to other locations
Line manager	Head of Fundraising and Development
Job purpose	To be the regional ambassador for R.A.B.I, promoting awareness of the charity and increasing income and other support across the counties.
General duties	<ol style="list-style-type: none"> 1. To generate income from multiple sources 2. To publicise the work of R.A.B.I to the general public, farming and related organisations, and businesses via meetings, presentations, attendance at local agricultural shows and through the local press 3. To increase awareness of the charity within the farming community to enable R.A.B.I to reach more potential beneficiaries 4. To encourage and support existing voluntary county committees and recruit new members where necessary 5. Any other appropriate duties required to fulfil the needs of the charity
Specific duties	<ol style="list-style-type: none"> 1. To maintain on-going relationships with corporate organisations in the farming industry and beyond, and identify new opportunities 2. To proactively identify and pursue other fundraising opportunities in the region 3. To work in conjunction with the Welfare team, other agencies, farming related organisations and local media to raise awareness of the work of R.A.B.I among both our supporter audiences and those who may need assistance 4. To support and encourage county committees in their fundraising activities, attend committee meetings, recruit new members where necessary, confirm membership and appointments, and update the central office (Oxford) with any changes 5. To attend appropriate regional shows, setting up and manning the R.A.B.I stand 6. To represent R.A.B.I at networking events to ensure that the charity's voice is heard 7. In conjunction with the Communications Manager and Officer, develop relationships with the local media and issue press releases as appropriate 8. To keep the central office informed of all major activities to allow R.A.B.I to capitalise on those events for publicity purposes 9. To provide appropriate news items for inclusion in <i>R.A.B.I News</i> (quarterly newsletter), the charity's website and national social media 10. To update the region's dedicated social media pages 11. To be the first point of contact for R.A.B.I in the region, including receiving and referring new enquiries for help to the central office 12. Sell R.A.B.I trading goods, monitor stock levels and produce basic sales reports 13. To remain in regular contact with the Head of Fundraising detailing

	<p>activities and contacts made, outcomes and follow up actions</p> <p>14. To ensure Microsoft Outlook calendar is up to date</p> <p>15. To attend R.A.B.'s AGM in May</p> <p>16. To attend Fundraising quarterly meetings at the central office or other locations from time to time.</p>
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Person Specification

Education and technical skills	
<u>Essential</u> <ul style="list-style-type: none"> • Demonstrate relevant experience and proven track record within fundraising (or marketing) environment • Clear succinct written communication style for drafting press releases and thank you letters with exemplary grammar and spelling • Excellent face-to-face communication skills including a clear and confident presenting style • Strong time management and highly developed organisational skills • IT literate – good working knowledge of email systems, Word and Excel. 	<u>Desirable</u> <ul style="list-style-type: none"> • Well-developed numeracy skills at a level that enables the post-holder to produce reports, assess return on investment etc. • Negotiation skills.
Experience	
<u>Essential</u> <ul style="list-style-type: none"> • Public speaking • Working in a sometimes pressurised environment, responding rapidly to changing needs • Living and/or working among the farming community • Dealing with press enquiries. 	<u>Desirable</u> <ul style="list-style-type: none"> • Dealing with people at all levels in a small or medium-sized organisation • Working within a team where some or all members are remote • Taking part in TV or radio interviews • Being responsible for preparation or use of personal data and other confidential information including its retention and safe custody.
Knowledge	
<u>Essential</u> <ul style="list-style-type: none"> • Understanding of UK agricultural methods and issues • Understanding of the importance of customer care. 	<u>Desirable</u> <ul style="list-style-type: none"> • Understanding of marketing and/or fundraising principles including legal compliance and Data Protection • Media training.

Abilities	
<u>Essential</u> <ul style="list-style-type: none"> • A self-starter, using own initiative to make decisions on a regular basis • Working co-operatively with others across the organisation and externally – sometimes requiring tact and diplomacy • Working to tight deadlines and remaining calm under pressure including prioritising workloads • Working flexibly: it is necessary to work unsocial hours in order to fulfil this role e.g. attend weekend shows and evening committee meetings • Resourceful, negotiating with external parties to reduce or eliminate fees; borrow display materials; obtain raffle prizes/auction lots free of charge etc. 	<u>Desirable</u> <ul style="list-style-type: none"> • Thinking conceptually and creatively to develop appropriate solutions • Solving problems that can arise irregularly or unexpectedly for which solutions have sometimes not been established by precedent.

This post-holder in this role enjoys the following resources and employee benefits:

- Starting salary of £27,841
- Company car and fuel card
- Mobile phone and land line
- Laptop and printer
- Pension scheme
- 25 days' holiday, plus bank holidays
- Employee assistance programme
- Life assurance
- Personal accident insurance

Please send your CV and covering e-mail or letter to HR@rabi.org.uk before noon on Thursday 20th September.

Interviews will be held in Oxford on Tuesday 2nd and Wednesday 3rd October