

The Royal Agricultural Benevolent Institution
Job Description – Regional Volunteering Manager

July 2022

Job Description

Job title	Regional Manager FT (6-month probation) Job description currently subject to review
Region	Southeast including Hampshire, IOW, Surrey, West Sussex, East Sussex, Kent
Base	Office home based, with frequent travel to other locations, must be available to spend up to 4 nights away from home each month. Essential car user allowance payable.
Line manager	National Volunteering Manager.
Job purpose	To be the regional ambassador for RABI, promoting awareness of the charity, supporting volunteers and county committees (community fundraising) to deliver awareness, community engagement events and widespread support across the counties.
General duties	<p>To network/publicise the work of RABI to professional services (corporate's) companies, agricultural suppliers, auction marts, farming organisations, colleges, community groups and the public via meetings, presentations, attendance at local/regional. agricultural shows, ploughing matches and through the local press.</p> <p>To increase awareness of the charity within the farming/rural community to enable RABI to reach more people in need of support.</p> <p>To encourage, motivate and support existing voluntary county committees and recruit new members where necessary. Any other appropriate duties required to fulfil the needs of the charity.</p>
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/establish new opportunities. 2. To proactively identify and pursue other community engagement opportunities in the region. 3. To work in conjunction with other agencies and farming related organisations to raise awareness of the work of RABI among both our supporter audiences and those who may need assistance. 4. To support volunteer county committees by enabling them to manage and develop their own fundraising activities, to ensure support regarding compliance and guidance is given as needed. 5. Managing and leading volunteers in the region, following compliance and good practice to ensure volunteers are safe, supported, aware of RABIs values and culture and are happy and motivated. 6. Identify training and support for volunteers appropriate to their roles in wider community engagement, awareness raising and community fundraising. 1. Gathering local intelligence within the region regarding opportunities for volunteers and potential fundraising and networking. 2. To support and encourage county committees in their fundraising activities, attend any relevant occasional committee meetings, recruit new members where necessary, confirm membership and appointments, and update the central office (Oxford) with any changes. Establish new committees as required. 7. To attend appropriate regional/national shows and events- supporting the organisation to have a wide professional presence at a variety of shows, supporting volunteers to attend shows and events as required. 8. In conjunction with the NVM and Head of partnerships, represent RABI at relevant networking events to ensure that charity's voice is heard and visible. 9. In conjunction with the NVM and volunteer coordination team (central office) work with the communication team to ensure communications and information is cascaded and feedback is shared widely within the organisation. To help review any communications and make suggestions to improve the flow of information to volunteers. 10. To provide appropriate news items for inclusion in <i>RABI News</i> (quarterly newsletter), the charity's website and national social media.

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	<ol style="list-style-type: none">11. To contribute to and manage the region's dedicated social media pages and support regional communications in the region via newsletters and articles in the media.12. As appropriate work with the fundraising/finance team to encourage individuals/committees/partners to sell RABI trading goods, monitor stock levels and produce basic sales reports.13. Keep central office and the volunteering coordinators updated on committee changes and contact details.14. Provide monthly expenses and lieu time information as required.15. Attend 1:1 meeting with the NVM (Line manager)16. Attend team meetings with the wider team and contribute to the delivery of ideas within the team.17. To attend volunteering department meetings, away days and training at central office or other locations, including RABI's annual staff conference, volunteering conference and national volunteer roadshows.18. Promote and engage with any new RABI promotional campaigns as appropriate.19. Work with the regional service delivery teams in region and nationally.
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REVIEWED AND UPDATED:

Staff Member: Lynsey Mccabe

Line Manager: Izzy Shaw

Date: 01/07/22

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Person Specification

Education and technical skills	
<p><u>Essential</u></p> <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/regional newsletters and thank you/condolence letters with exemplary grammar and spelling. • Self-motivating and professional. • 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. 	<p><u>Desirable</u></p> <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. • Storage facilities for show and publicity equipment.
Experience	
<p><u>Essential</u></p> <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. 	<p><u>Desirable</u></p> <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	
<p><u>Essential</u></p> <ul style="list-style-type: none"> • An empathy and understanding of UK agricultural methods/people and issues facing the industry. • Understanding of the importance of customer and volunteer care. 	<p><u>Desirable</u></p> <ul style="list-style-type: none"> • Understanding of marketing and/or fundraising principles including legal compliance and Data Protection. • Media training.
Abilities	
<p><u>Essential</u></p> <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 to fulfil this role e.g., attend weekend shows, evening meetings and events. • Resourceful, common sense, negotiating with external parties to reduce or eliminate fees; borrow display materials; obtain raffle prizes/auction lots free of charge etc. 	<p><u>Desirable</u></p> <ul style="list-style-type: none"> • Thinking conceptually and creatively to develop appropriate solutions. • Logical and rational thinker. • Solving problems that can arise irregularly or unexpectedly for which solutions have sometimes not been established by precedent.