

# THE PRINCESS OF WALES'S ROYAL REGIMENT BENEVOLENT FUND



## FUNDRAISER - JOB PROFILE

### Background

There is an urgent requirement for a Fundraiser to work for The Princess of Wales's Royal Regiment (PWRR). The Regiment's charity, the PWRR Benevolent Fund, supports a wide range of welfare and benevolence activities for both present and past members of the PWRR. It is most clearly focused on soldiers who have sustained life-changing injuries in the course of military operations but it also cares for their families and the wider Regimental family and ensures that all former members of the regiment are able to request financial assistance should they fall on difficult times at any stage after leaving the Army.

The Regiment has recently established the Friends of the Princess of Wales's Royal Regiment as part of its Regimental Network with the three main aims of fundraising, encouraging employers to advertise job opportunities on the Regimental employment website and also extending the contacts and influence of the Regiment throughout its recruiting area of London and the south east (Surrey, Hampshire, Sussex, Kent, the Isle of Wight and the Channel Islands).

### Role

The purpose of this role is to achieve agreed annual income targets for the PWRR Benevolent Fund by raising money from various sources of fundraising.

### Responsibilities

- Develop and implement a fundraising strategy, including annual income and expenditure budgets, that includes new sources such as legacy donors and Charitable Trusts, as well as traditional activities, that focus on the highest chance of success.
- Develop a marketing plan to support the fundraising strategy that exploits suitable opportunities, including PR to raise awareness of the charity.
- Identify suitable potential corporate donors, Charitable Trusts and new funds (e.g. Armed Forces Community Covenant and the Libor Fund) and send appropriate proposals asking for a donation.
- Regular analysis to ensure effort is focused on appropriate and effective fundraising activities.
- Organise fundraising events.
- Work closely with colleagues to identify specific areas for applications and fundraising.
- Provide regular reports and updates to donors and ensure donations are acknowledged promptly and appropriately.
- Motivate and facilitate supporters to maximise the funds they raise.
- Ensure support, encouragement and feedback is given to fundraisers and supporters.
- Develop a plan to attract more fundraisers and volunteers to the Friends of the PWRR.
- Run web-based fundraising and merchandise sales, including stock control.
- Provide 6 monthly reports on fundraising performance for the Trustees.
- Use the Regiment's contact database to record relevant information and communication with donors.
- Ensure implementation of all relevant Fund policies and procedures.
- Attend meetings, conferences and visits as agreed with your line manager.
- Such other duties as may reasonably be required.

## Competencies

- Job Knowledge.
- Decision Making.
- Drive, Energy and Self Motivation.
- Adaptability, Flexibility and Flair.
- Meeting Customer Needs.
- Teamwork.
- Communication.
- Problem Solving.
- Planning and organising.
- Managing strategy.
- Strategic thinking.

## Experience and Skills

- Budgetary and financial skills including a thorough approach to accounting that complies with principles of good governance, propriety and regularity.
- Experience of using a computerised database.
- Ability to use social media.
- Ability to communicate effectively orally and in writing.
- Excellent interpersonal skills, including the ability to network.
- Ability to manage and prioritise own workload and to work under pressure.
- Good organisational and project management skills.
- Experience of or an understanding of the infantry or wider military is desirable.
- Be committed to the work of the PWRR Benevolent Fund and the Friends.

## Salary and Conditions

- Basic salary £35,000 plus expenses, with charitable income related bonuses.
- Net hours per week are 36. Evening and weekend work is expected, so a flexible work routine will be required.
- Annual Leave is 26 days per annum.
- The successful candidate must be able to travel to other locations in the UK and the Channel Islands and have a clean driving licence and their own car.
- The regiment prefers to contract a freelance individual on an annual basis with an initial 6 month probationary review period.
- The successful candidate will work with the Friends based in offices near to Clapham Junction but with facilities also available at Regimental Headquarters.

## Applications

Applications with CV and supporting detail, including names of two referees, should be sent to:

Colonel W R Harber OBE  
Regimental Secretary  
Regimental Headquarters  
The Princess of Wales's Royal Regiment  
HM Tower of London  
London  
EC3N 4AB

Or via email on: [wayne.harber100@mod.uk](mailto:wayne.harber100@mod.uk)