

Sands
Application Information
Community Engagement and Events Officer

May 2022

About Sands

Every day in the UK, 13 babies are stillborn or die shortly after birth.

Sands is the leading stillbirth and neonatal death charity and exists to reduce the number of babies dying and to support anyone affected by the death of a baby, before, during or shortly after birth.



Sands provides bereavement support services both nationally through its Freephone helpline, mobile app, online community and resources, as well as locally through a network of around 100 regional support groups based across the UK and run by trained befrienders.



Sands works in partnership with professionals, trusts and health boards and offers a range of training programmes and bereavement care resources to ensure that every bereaved parent and family receives the best possible care wherever they are in the UK.



Sands promotes improvements in practice and supports research to better understand the causes of baby deaths and save babies' lives.

Sands raises awareness of baby loss and works with governments, key influencers and other stakeholders to make reducing the number of babies dying a priority nationally and locally.

Over the past 44 years, Sands has grown into a national charity with a powerful vision shared by dedicated volunteers, fundraisers, members, donors, healthcare professionals, partners, staff and bereaved parents and families.

Sands has grown its income by over 40% since 2012 and, as part of our strategic plan, is focusing on how we can make the biggest difference to the lives of bereaved families and save babies' lives. To find out more, visit www.sands.org.uk

our vision at Sands is for a world where fewer babies die and anyone affected by the death of a baby receives the best care and support for as long as they need, wherever they live in the UK.

Join us and help create a world where fewer babies die.

Sands Staff Benefits

Annual Leave

Staff receive 28 days annual leave per annum pro rata, plus bank holidays. Staff will be required to take 3 days annual leave during the period between Christmas & New Year.

Employee Assistance Service

As part of its commitment to employee wellbeing, Sands offers all Staff access to the Bupa Employee Assistance service which offers free and confidential counselling and wellbeing support. Support is available on a range of issues including legal, financial, emotional, health and work-related concerns.

Sand Cycle to Work Scheme

Sands has teamed up with Cycle Solutions to provide a Cycle to Work Scheme, which you can join to make considerable savings on the cost of a new bike and equipment.

Sands Pension Scheme

Subject to eligibility, you will be automatically enrolled into the Aegon Personal Pension scheme as soon as your employment commences. You can decide whether to remain in the scheme and/or make additional voluntary contributions if you wish.

Flexible Working

All Staff can apply for flexible working with effect from their first date of employment.

Maternity Pay

Staff on maternity leave are paid their full salary for the first 26 weeks of their period of leave.

Leave for the Death of a Baby or Pregnancy Loss

Any member of Staff affected by the death of baby or pregnancy loss will be granted leave paid at their normal salary, regardless of the type of loss.

Sands is a vibrant, growing charity!

With a clear strategy, Sands is repositioning as a learning, developing organisation which aims to achieve excellence through people and offers a collegiate, collaborative working environment – making it an especially exciting time to join the charity!

Sands is an inclusive and diversity-friendly employer. We are committed to promoting equality, valuing diversity and working inclusively. We welcome and encourage applications from people of all backgrounds and do not discriminate on the basis of disability, race, colour, ethnicity, gender, religion, sexual orientation, age or any other category protected by law.

About the role

Sands is the leading stillbirth and neonatal death charity and exists to reduce the number of babies dying and to support anyone affected by the death of a baby, before, during or shortly after birth.

We are recruiting a Community Engagement and Events Officer to assist in the delivery and stewardship of our growing virtual events programme, and support on the development of our bespoke activities such as Starlight Walk and Ribbon Run.

This is an exciting time to join Sands as we are in a period of ambitious growth. This role will make a valuable contribution to Sands' fundraising strategy and will help to deliver a range of new and existing fundraising activities in our programme.

In this new role you will be responsible for the management of our online fundraising communities, assist with the promotion, recruitment, and logistics of several of our fundraising activities as well as helping to improve and streamline our stewardship processes.

The post-holder will develop and build positive relationships with our supporters to ensure that they all receive a great supporter experience, and to help to maximise our fundraiser income and supporter engagement. Additionally, you will help Sands to recruit and deliver our fundraising activities to the highest of standards and ensure that all our fundraisers feel valued through excellent stewardship.

You will have relevant experience of event fundraising, a good understanding of social media's role within this area and be able to demonstrate experience of digital advertising. A highly effective communicator, you will have excellent written and verbal skills and be confident in responding to supporters needs.

To apply:

Please submit your CV, together with a supporting statement that demonstrates how you meet the criteria in the person specification to recruitment@sands.org.uk. Please also complete the Diversity and Equality Monitoring Form and send this with your application.

Closing date for applications: 13th June 2022

Interview Date : 22nd June 2022

As we have limited staff resources, we are unable to provide candidates with feedback about their applications. **Interviews will be held online via Zoom.**

Job Description

Job Title:	Community Engagement and Events Officer
Responsible to:	Senior Community Engagement and Supporter Events Officer
Location:	Homebased
Contract:	Permanent
Hours:	35 hours per week. Many of our staff work flexible hours and flexible working is always considered.
Salary:	£28,875 per annum plus £312 per annum Home Worker Allowance

This role will suit someone who is passionate about event fundraising, who likes working in a fast paced environment and who has the drive to develop their skills in fundraising in a dynamic and fun environment.

This post is currently homebased with occasional visits to our office. There will be the need to work at weekends and during evenings on a regular basis and hours can be flexed accordingly. The post holder must be prepared to converse sensitively and empathetically with members of the public who may be going through current or recent traumatic experiences.

Main Purpose of Job:

This role will be responsible for supporting the promotion, organisation, and delivery of a wide range of events at Sands, in order to grow Sands' fundraising income, supporter base and raise awareness of our work.

You will help increase Sands presence both online and within the communities that we serve through the smooth delivery of event logistics and creative stewardship.

You will be instrumental in developing and building positive relationships with our supporters. You will ensure delivery of a world class supporter experience, helping supporters reach and exceed their fundraising targets, ensuring their continuing support and their lifetime value is maximised.

Main Responsibilities

- Provide support to the Senior Community Engagement and Supporter Events Officer and Senior Community and Local Partnerships Officer in the promotion, organisation and delivery of Sands' bespoke and virtual fundraising activities.
- Deliver excellent stewardship to our fundraisers through creative content to be used across various channels of communication, responding to email queries, and engaging on social media.
- Create content calendars and stewardship journeys for our bespoke and virtual fundraising activities.
- Act as a main point of contact for supporters taking part in Sands fundraising activities, actioning any request for materials and information, promptly and efficiently.
- Recruit and manage volunteers for our bespoke activities, ensuring they understand their roles within event and the have a positive experience with Sands.
- Support on the logistics of our bespoke events, managing travel and third party suppliers and briefing in those involved.
- Update and maintain Sands CRM, ensuring records are updated accordingly and new supporters are added, so that Sands can build a tailored supporter journey for our audience.
- Draft e-comms to support participants of various fundraising activities for Sands.
- Manage the thanking process for our event fundraisers.
- Manage the events section of Sands website ensuring information is up-to-date.
- Carry out market research on other fundraising activities in the sector sharing and applying learning to your work at Sands.
- Build and maintain strong and mutually beneficial relationships with all Sands community groups and organisations.

General

- Support organisations, groups and individuals fundraising online and ensure they abide by appropriate terms and conditions.
- Ensure a learning cycle approach and capture learning direct from supporters through a range of methods and channels.
- Work with Engagement function to produce branded fundraising resources.
- Proactively build strong relationships with internal stakeholders, involving them in positive ways to ensure long term positive outcomes.
- Take an active role in monthly Income and Engagement Team meetings.
- Abide by all Sands Policies and Procedures.
- Undertake other duties as required
- Promote the Sands vision and values.

This job description is not contractual and is liable to change over time

Person Specification

<p>Critical Skills</p> <ul style="list-style-type: none"> • Relevant experience in a similar role with responsibility for generating fundraising income • Experienced in organising and promoting challenge events within the charity sector • Experience of developing and growing income streams • Experience of developing and maintaining positive donor journeys especially in relation to challenge event fundraising • Good understanding of raising income potential from virtual fundraising activities. • Excellent communication skills (both written and verbal) • Excellent social media skills • Excellent copywriting skills • Understanding of Social Media channels and digital advertising • Excellent attention to detail
<p>Other Skills and Experience required</p> <ul style="list-style-type: none"> • Strong IT skills including the use of basic software (thankQ desirable) • Experience of recruiting a range of volunteers to support at events • Knowledge of the Institute of Fundraising codes of best practice
<p>Competencies</p> <ul style="list-style-type: none"> • Ability to cope with demanding situations and work in a fast paced environment. • Ability to work flexibly and in isolation at home • Ability to be self motivated • Be a proactive individual with a 'can do' attitude. • Good interpersonal skills and ability to build rapport with supporters. • Ability to monitor and maintain own standards • Ability to maintain a high level of confidentiality regarding sensitive and confidential information • Ability to commit to and work within the aims, principles and policies of Sands • Ability to promote Sands' vision and values, distinct from any personal opinions
<p>Personal Qualities</p> <ul style="list-style-type: none"> • Confident and enthusiastic attitude • Ability to empathise and be sensitive in difficult circumstances • Willingness to learn and use initiative • Able to work under pressure and to targets/timeframe • Creative, flexible character and a generator of ideas • Excellent attention to detail and planning and organisational skills • A team player

Qualifications required
<ul style="list-style-type: none">• Recognised Fundraising qualification (desirable)