

Sands Application Information

Challenge Events Officer

May 2017

About Sands

Sands, the stillbirth and neonatal death charity, is a well established and widely respected national charity that:

- Supports anyone affected by the death of a baby.
- Works in partnership with health professionals to ensure that bereaved parents and families receive the best possible care.
- Promotes and funds research and changes in care that could help to reduce the loss of babies' lives.

Over 30 years ago the devastating impact of the death of a baby on the mother and father was neither widely understood nor acknowledged. For many parents it felt as if their baby had not existed and did not matter. Sands was established in 1978 to change that perception.

Since that time Sands has supported many thousands of families whose babies have died, offering emotional support, comfort and practical help through our 100 Sands Groups, Helpline and online forums. Working in partnership with health professionals and service providers, Sands has played a lead role in transforming the culture and practice of perinatal bereavement care in the UK through our accredited bereavement care training programme and nationally recognised resources for health professionals.

Whilst the way in which parents and families are cared for and supported has substantially changed, the tragic reality is that large numbers of families continue to be devastated by the death of a baby. In the UK, in spite of medical advances, 15 babies are stillborn or die within the first 28 days of life every day. Increasingly Sands is looking to fund high impact research projects that identify the causes of stillbirth and point to ways of reducing their incidence.

Find out more about our work: www.uk-sands.org

Sands Benefits

Pension (non-contributory)

We consider it important to encourage people to save for their retirement and as such provide staff with a 3% pension contribution paid into an Aegon Personal Pension. Contributions can be invested in a variety of funds according to your investment preference, or alternatively a default fund is available. Sands will increase our contribution into the pension scheme to 5% as soon as you achieve 3 years' continuous employment with us. Subject to eligibility, you will be automatically enrolled into the pension scheme as soon as your employment commences, and you will be able to make additional voluntary contributions into the scheme if you wish. You will, if required, have the option to withdraw from the pension scheme.

Annual leave

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

Employee Assistance Service

At times staff members may face and need help with a variety of issues throughout their lives and as part of the commitment to staff members we provide independent and confidential counselling and information telephone service, free of charge. Support is available on a range of issues including legal, financial, emotional, health issues and work related concerns.

Season ticket loan

Permanent Head Office based staff are offered the opportunity to take an interest free loan to purchase season tickets for the journey between home and work. Available after a qualifying period.

Childcare Vouchers

Sands operates a childcare voucher scheme administered by Edenred, of the UK's leading providers of employee benefits. You will be able to purchase vouchers up to the value of £243 free of tax and NI deductions, which can be used to pay your registered childcare provider. The value of the vouchers that you purchase will be deducted each month from your pre-tax pay via salary sacrifice.

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 that you use to commute to work.

About the role

Sands is seeking a Challenge Events Officer to assist in the promotion, organisation and delivery of running and challenge events to grow our fundraising income and supporter base.

This is a new role within our fundraising team which involves providing support for a portfolio of events including the London Marathon, the Great Run Series, GSi and Real Buzz events, Skyline challenges and DoltForCharity events. Additionally, the post-holder will help to research new and innovative techniques to increase participation and income.

The high profile nature of this role will involve helping the manager responsible for running and challenge events to identify new and potential supporters, working closely with staff across the organisation to prepare communications to reach a wide range of potential supporters and developing strong relationships with external and internal stakeholders.

Our ideal candidate will be an experienced fundraiser with an excellent understanding of the charity sector. You will have a track record of developing and growing income streams, and maintaining positive donor journeys specifically in relation to challenge event fundraising. A highly effective communicator, you will have excellent copywriting skills and be confident in the use of social media.

With strong organisational skills, you will be able to demonstrate the ability to meet set deadlines and targets, and produce a high standard of work even when under pressure. A real team-player, you will have a highly flexible and pro-active approach.

This is a rewarding role which offers a fantastic opportunity to make a real difference to the work of Sands, helping us to achieve our vision of a world where fewer babies die.

To apply:

Please return the completed application form and monitoring form to recruitment@uk-sands.org by the closing date below:

Closing date for applications: 9am on 29th May 2017

Interview Date: w/c 5th June 2017

As we have limited staff resources we are unable to provide candidates with feedback about their applications.

All Interviews will be held at our Head Office: Sands, Victoria Charity Centre, Suite GF2 Ground Floor, 11 Belgrave Road, London, SW1V 1RB

Job Description

Job Title:	Challenge Events Officer
Responsible to:	Senior Challenge Events Co-ordinator
Location:	Sands, Victoria Charity Centre, 11 Belgrave Road, London, SW1V 1RB
Contract:	Permanent contract
Salary:	£23,000 per annum plus £3,400 per annum London Weighting Allowance
Hours:	Full Time – 35 Hours per Week (9.30am – 5.30pm, with a 1 hour unpaid lunch break)

Main Purpose of Job:

To be responsible for assisting in the promotion, organisation and delivery of a series of challenge events to grow Sands' fundraising income and the supporter base of the charity.

Main Responsibilities

- Help research and identify new opportunities for Sands fundraising to achieve agreed income targets and appeal to a wide range of new and existing audiences.
- Provide support to the line manager in the management, promotion and organisation of all Sands CAP events including the London Marathon, Great North Run, Great South Run, Great Manchester, Great Birmingham, the Big Fun Run series, London to Brighton Cycle, and DiFC events.
- Help to identify new and potential supporters and encourage them to sign up to our series of challenge events to maximise the potential raised for Sands through a variety of communications.
- Act as the main point of contact for supporters applying for CAP and challenge events, providing administrative and other support to line manager.
- Attend events, as necessary, sometimes outside normal working hours, on weekends etc.
- Work, as required, with the line manager, the Fundraising Supporter Care Team, the Corporate Fundraising Coordinator, the Fundraising and Events Manager and Communications Team to prepare communications to reach a wide range of potential and current supporters through a variety of media.
- Help to acknowledge and thank the challenge teams collectively, via social media and regular mail.
- Work with line manager to obtain regular feedback via Supporter Survey to facilitate improvements to the continual fundraiser journey.
- Manage events section of Sands website ensuring events and challenge series are up-to-date
- Recruit a range of suitable volunteers to support at challenge events and supervise volunteers at challenge events as required.
- Assist the line manager to achieve a running and challenge events income of c. £800k.
- Assist the line manager to organise a successful Cheering Point and post-race Reception for London Marathon fundraisers and their supporters

- Assist with the development and organisation of new fundraising incentives and partnerships for Sands running and challenge events.
- Work with Marketing Officer to produce branded fundraising resources, from conception to completion
- Work with the line manager to develop bespoke and annual fundraising initiatives (e.g. Bake4Sands).
- Assist with efforts to grow income from running and challenge events and event-led initiatives including Sands' annual awareness events
- Work collaboratively with the Communications team across all fundraising campaigns and projects
- Develop relationships with current external stakeholders and identify and cultivate relationships with new ones in a variety of ways including by phone, in writing and face to face meetings as appropriate.
- Actively seek stakeholder involvement, engagement and feedback to help review and inform the development of future work.
- Proactively build strong relationships with internal stakeholders, involving them in positive ways to ensure long term positive outcomes.

General

- Undertake other duties as required by the Senior Challenge Events Coordinator, Fundraising and Events Manager or Head of Fundraising and Communications, from time to time.
- Take an active role in monthly Fundraising & Communications Team meetings
- To work out of normal office hours as required by the events programme
- To represent Sands at both internal and external events, meetings and presentations
- Work flexibly and proactively with other members of the team.
- Maintain confidentiality over personal information relating to staff and supporters.
- Abide by all Sands Policies and Procedures.
- Undertake all mandatory training as required.
- Participate in monthly 1:1s, annual appraisal and personal development review.
- Become familiar with matters relating to Health & Safety Management, with regard to themselves, their department and the organisation as a whole.
- Promote the Sands vision and values

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

Person Specification

Critical Skills
<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 running and challenge events • Excellent communication skills (both written and verbal) • Financial literacy with regards to income processing • Social media skills • Excellent copywriting skills
Other Skills and Experience required
<ul style="list-style-type: none"> • Strong IT skills including the use of basic software • Experience of recruiting a range of volunteers to support at events • Budget management experience (desirable) • An understanding of maternity, health care policy and practice across the UK (desirable)
Competencies
<ul style="list-style-type: none"> • Strong IT skills including the use of basic software (ThankQ desirable) • Ability to cope with demanding situations and work to tight deadlines • Good interpersonal skills and ability to promote and develop team work • Strong organisational skills, with considerable attention to detail • 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 • Ability to work occasional evenings and weekends and to undertake occasional travel throughout the UK (including volunteering for 2-3 fundraising events per year)
Qualifications required
<ul style="list-style-type: none"> • Educated to degree level or equivalent and/or have significant experience of working in a similar role (essential) • Certificate in Fundraising (desirable)