

# Sands Application Information

## **Community Partnerships Engagement Officer**

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June 2019

## About Sands

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Every day in the UK, 15 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 health care 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 and funds 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 40 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 the strategic plan to 2020, 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](http://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

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## **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 independent, free and confidential counselling and information telephone service. Support is available on a range of issues including legal, financial, emotional, health issues and work related concerns.

## **Season ticket loan**

Subject to qualifying criteria, Sands offers interest free loans to purchase season tickets for the journey between home and work.

## **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.

## **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.

## **My Work/Life Solutions Retail Discounts Scheme**

All Sands staff have access to an online portal which offers hundreds of discounted shopping vouchers from major retailers including Sainsbury's, Thomas Cook, M+S plus many others.

## **Sands is a vibrant, growing charity!**

Sands has grown its income by over 40% since 2012 and is focusing on long term growth, sustainability and success!

With a clear strategy to 2020, 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!

## About the role

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Sands is looking for a Community Partnerships Engagement Officer to help Sands further develop and embed our community fundraising initiatives. As well as providing excellent stewardship of current supporters, you will also be integral to the management of a portfolio of regional and national partnerships with companies who have chosen Sands as their Charity of the Year.

We are looking for someone with a strong commitment to exceptional supporter care, with experience in community and/or corporate fundraising and who can hit the ground running. You will be well organised and have an enthusiastic and proactive approach, being just as happy working independently as you are working with the team.

This is a great opportunity to develop your fundraising skills within a supportive environment. With an excellent knowledge of developing and maintaining positive relationships with supporters, you will be a highly effective verbal and written communicator and be able to meet tight deadlines under pressure.

We are looking for someone who is creative, has an eye for detail, and is able to meet income and expenditure targets while managing their time effectively.

You will need to demonstrate a high level of attention to detail, have a highly collaborative and flexible approach and be able to demonstrate a commitment to the aims of Sands.

## To apply:

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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](mailto:recruitment@sands.org.uk). Please also complete the Diversity and Equality Monitoring Form and send this with your application.

**Closing date for applications**      **16<sup>th</sup> June 2019**

**Interview Date:**      **TBC**

As we have limited staff resources we are unable to provide candidates with feedback about their applications. **Interviews will be held at:** *Victoria Charity Centre, Ground Floor, 11 Belgrave Road, London, SW1V 1RB. Telephone: 020 7436 7940*

## Job Description

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|------------------------|----------------------------------------------------------------------------------------------------|
| <b>Job Title:</b>      | Community Partnerships Engagement Officer                                                          |
| <b>Responsible to:</b> | Senior Corporate and Trusts Fundraiser                                                             |
| <b>Location:</b>       | Sands Head Office, Victoria Charity Centre, 11 Belgrave Road, London, SW1V 1RB                     |
| <b>Contract:</b>       | Permanent                                                                                          |
| <b>Salary:</b>         | £23,115 - £28,140 per annum plus £3,417 London Weighting                                           |
| <b>Hours:</b>          | Full Time – 35 Hours per Week (Monday to Friday 9.30am – 5.30pm, with a 1 hour unpaid lunch break) |

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### Purpose of role

This is an exciting role to help Sands further develop and embed our community fundraising initiatives. As well as providing excellent stewardship of current supporters, you will also be integral to the management of a portfolio of regional and national partnerships with companies who have chosen Sands as their Charity of the Year.

The team is looking for someone with a strong commitment to exceptional supporter care, with experience in community and/or corporate fundraising and who can hit the ground running. You will be well organised and have an enthusiastic and proactive approach, being just as happy working independently as you are working with the team.

This role will also work closely with Community Fundraising colleagues on developing and launching an exciting portfolio of community and corporate products and events.

You will draw upon your expertise and creativity by working on creative and concepts with the communications team for corporate engagement.

This is a great opportunity to develop your fundraising skills within a supportive environment and ideally you will have experience in recruiting supporters and managing their journeys, keeping them motivated and connected with the cause. We are looking for someone who is creative, has an eye for detail, and is able to meet income and expenditure targets while managing their time effectively. The role will also provide back-up support to colleagues within the Fundraising and Communications Department to optimise income, awareness and ensure the highest supporter experience.

Working closely with both the Senior Corporate and Trusts Fundraiser, this post will also provide an opportunity to increase corporate fundraising skills and experience, and gain an understanding of individual fundraising.

## **Key Responsibilities**

### **Corporate fundraising and account management**

- Provide excellent account management of Sands' smaller Charity of the Year and other Corporate Partners (as a guideline those giving up to £25,000).
- For your portfolio of partners:
  - Support employee fundraising activities, including events, offering advice and encouragement to staff members through a co-ordinated approach.
  - Write compelling, bespoke communications, working closely with project and finance teams to gather information, and maintain high standards of accuracy at all times.
  - Maintain ongoing communications by telephone and email.
  - Attend meetings and/or give presentations as required.
  - Ensure annual plans of fundraising activities are followed.
  - Ensure appropriate contracts or letters of agreements are in place for your portfolio of corporate partners as required.
  - Provide timely reports on how the money they raised has been spent as required.
- Support the Senior Corporate and Trusts Fundraiser in the management of larger partnerships, for example helping out at events as required.
- Help to ensure that all unsolicited approaches from companies are responded to in a timely manner.

### **Community fundraising and supporter care**

- Act as a champion of community fundraising to inspire, enthuse and motivate supporters to take part in community fundraising initiatives.
- To build relationships with fundraisers via phone, email and in person, ensuring each fundraiser is appropriately stewarded to maximise supporter experience.
- To ensure that all supporters are thanked appropriately and in a timely fashion.
- Work closely with colleagues to ensure Supporter Care work is kept up to date and that the service we offer is the best it can be.
- Attend and contribute to team meetings and fundraising events as required.
- Keep accurate, up-to-date records in the charity CRM and shared drive of plans and communications, in compliance with data protection legislation and best practice.
- Work with the Fundraising and Events Manager to further develop the plans for diversification of community fundraising.

### **Cross-team working**

- Work closely with colleagues in the Fundraising and Communications Department to seize cross-team opportunities to increase income and awareness.
- Liaise with other Sands internal teams as necessary in the preparation of proposals, meetings, reports and communications to companies.

- Provide support to fundraising colleagues when needed to maintain excellent supporter care.

### **Maximising Fundraising Expertise**

- Keep up to date with sector knowledge regarding community fundraising and corporate fundraising techniques, resources and donor trends and share knowledge with colleagues across Sands where relevant.
- Follows best fundraising regulations practice, and comply with relevant legislation.

### **General**

- To undertake other duties as required by the Senior Corporate and Trusts Fundraiser and Fundraising and Events Manager.
- To work flexibly and proactively with other members of the team.
- To maintain confidentiality over personal information relating to staff.
- Abide by all Sands Policies and Procedures.
- Undertake all mandatory training as required.
- Participate in annual appraisal and personal development review.
- The post holder must familiarise themselves with matters relating to Health & Safety Management, as affecting themselves, their department and the organisation as a whole.
- Promote the Sands vision and values at all times.

## Person Specification

| Importance | Criteria                                                                                                          | Assessment                |
|------------|-------------------------------------------------------------------------------------------------------------------|---------------------------|
| Essential  | Relevant experience in a Community Fundraising and/or Corporate Fundraising environment                           | Application and interview |
| Essential  | Knowledge of community fundraising and supporting fundraisers                                                     | Application and interview |
| Essential  | Experience of developing and maintaining positive relationships with supporters                                   | Application and interview |
| Essential  | Effective verbal communication both on the telephone and in person                                                | Application and interview |
| Essential  | Strong IT skills including the use of basic software, and a fundraising database                                  | Application and interview |
| Essential  | Ability to cope with demanding situations and work to tight deadlines                                             | Application and interview |
| Essential  | Good interpersonal skills including team working                                                                  | Application and interview |
| Essential  | Strong organisational skills                                                                                      | Application and interview |
| Essential  | Financial literacy                                                                                                | Application and interview |
| Essential  | Empathy with Sands' aims, and comfortable working within a bereavement environment and talking to bereaved people | Application and interview |
| Essential  | Good written and verbal skills with an enthusiasm for the job                                                     | Application               |
| Desirable  | Ability to understand a project budget                                                                            | Application and interview |
| Desirable  | Experience of working in a charity with a strong local group or branch structure                                  | Application               |
| Desirable  | Experience of research using a variety of tools and techniques                                                    | Application & interview   |
| Desirable  | Ability to work occasional evenings and weekends and to undertake occasional travel throughout the UK             | Application & Interview   |