

Sands Application Information

Digital Engagement Officer

July 2019

About Sands

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

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 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

Sands is seeking an enthusiastic and creative Digital Engagement Officer who shares our passion for supporting bereaved families and reducing the levels of stillbirth in the UK.

This is an exciting opportunity to co-ordinate and deliver Sands' digital engagement strategy, to provide a consistent and compelling digital presence in order to increase our profile and increase opportunities for income generation. The high profile nature of this role will involve creating engaging and relevant digital content for Sands' website and social media channels, having responsibility for growing and consolidating the charity's online presence and being the first point of contact for questions and comments on our social media platforms.

Our ideal candidate will be a creative and ambitious digital communications professional, with substantial experience of web content management and social media platforms. You will also have experience of developing and implementing digital strategy and be able to write engaging copy.

Experience of working with outside agencies is essential, as are design skills and basic HTML knowledge.

An excellent and sensitive communicator, you will be able to work collaboratively with other internal departments, external stakeholders, supporters and bereaved families. You will also need to have a high level of attention to detail and be extremely well-organised.

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 submit your CV, together with a supporting statement to recruitment@sands.org.uk. Please also complete the Diversity and Equality Monitoring Form and send this with your application.

Closing date for applications : 25th July 2019

Interview Date: 31st July 2019

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

Job Title:	Digital Engagement Officer
Responsible to:	Engagement Manager
Department:	Engagement
Location:	Victoria Charity Centre, 11 Belgrave Road, London SW1V 1RB
Contract:	Permanent
Salary:	£25,628 per annum plus £3,417 per annum London Weighting Allowance
Hours:	35 hours per week (9.30am to 5.30pm)

Main Purpose of Job:

1. Create engaging and relevant digital content for the organisation
2. Devise and implement digital strategy in conjunction with the Engagement Manager
3. Responsible for growing and consolidating Sands' online presence, particularly the Sands website, social media and Sands Community, in conjunction with other relevant staff members
4. Using creative, social media and digital skills, play a key role in the design and development of new digital solutions to support a variety of campaigns, marketing and income generation initiatives, events and services
5. Content responsibility for Sands websites and social media channels, working with other members of communications team
6. Regularly review online activity and provide comprehensive analysis of social media and digital engagement with key audiences

Key Responsibilities

- Coordinate and deliver the organisation's digital engagement strategy, to provide a consistent and compelling digital presence, with a view to increasing profile, support, income generation and campaign success
- Assist the Engagement Manager in the development and implementation of the strategic direction and plans for the organisation's online and digital presence

Website

- Responsibility for managing website and its content using Drupal, ensuring regular updates, search engine optimisation and accuracy; establish and implement content lifecycle and pipeline
- Proactively ensure website copy is up to date and manage this process by guiding and assisting content contributions from staff and by preparing and writing copy for web pages
- Support for, and development of, the Sands online community
- Contribute to the development of the websites and particularly with regards to usability, accessibility and system functionality
- Sourcing, writing and editing online content working alongside communications team
- Provide any necessary training and expertise for colleagues in other teams to help them develop and maintain their own digital content including use of CMS platform and social media style guidelines for content generators
- Work closely with fundraising team to maximise online income generation and ensure seamless integration of payment systems with the CRM and other platforms
- Support other teams to integrate the Sands website and social media activity into their work
- Provide integration of digital media with the website, including developing and producing podcasts, webinars, audio/video and imagery. Build relationships and work effectively with colleagues to develop appropriate web content to promote the organisation and to implement the use of new digital and social media

Social media

- Develop and optimise digital and social media outputs, including text, images, video and audio to reach target audiences as part of larger campaigns which require coordination with other teams in the organisation
- Monitor social media channels and respond to day to day queries, and use this experience to identify new opportunities in digital outreach
 - Responsibility for regular updates on Sands Facebook and LinkedIn pages and ensuring posts are thoughtful, relevant, in line with brand guidelines and strategic objectives, ensuring maximum reach and impact
 - Lead on establishing Twitter and Instagram presence, ensuring consistent monitoring and regular and timely tweets to maximise potential and reach across all areas of Sands' work
 - Grow Sands online video channel presence on YouTube and Vimeo
- Be the first point of contact for questions/comments on social media platforms and responding in a timely fashion and coordinating social media monitoring rota
- Keep up to date with latest developments in digital and social media and exploring new platforms

Analytics & Monitoring

- Use key performance indicators to regularly review and analyse digital media activity and design effective user journeys for key audiences
- Look after the implementation of Google Analytics as well as other tracking and marketing tags using Google Tag Manager Setting up and managing campaigns and budgets using paid, programmatic search, social and display advertising services (such as Google Adwords, Facebook Ads and Twitter Ads)
- Use analytic tools to report on social media and web performance, supporting evaluation, development and promotion of Sands presence online
- Proactively manage Google Ad Grants accounts Represent the department at relevant internal and external meetings and ensure that online presence complements the objectives of the organisation
- Provide comprehensive analysis of social media engagement to support campaign evaluations
- Lead on testing and quality assurance as well as provide advice on best practices on digital marketing, social media content and new technologies, including email campaigns, online newsletters and search engine optimisation

General

- Participate as an active member of the Engagement team, working in collaboration with colleagues in other departments to deliver charity s strategic objectives.
- Provide cover for the press office where necessary
 - To undertake other duties as required by the Director of Fundraising, Communications & Engagement, Engagement Manager and Board of Trustees from time to time
 - To work flexibly 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

This Job Description is not contractual and is liable to change over time.

Person Specification

Core Competencies

Importance	Criteria	Assessment
Essential	Excellent attention to detail and ability to be meticulous in work	Application and interview
Essential	Good interpersonal skills and ability to work as part of a team, deputising where appropriate	Application and interview
Essential	Strong organisational skills	Application and interview
Essential	Ability to work occasional evenings and weekends and to undertake occasional travel throughout the UK	Application and interview
Essential	Empathy with Sands and its aims	Application and interview

Skills and Experience

Importance	Criteria	Assessment
Essential	Substantial experience in a similar role	Application and interview
Essential	Excellent experience of web content management systems (preferably Drupal)	Application and interview
Essential	Excellent knowledge and experience of social media platforms including Facebook, Twitter, Instagram and related platforms such as Storify	Application and interview
Essential	Experience of developing and implementing digital strategy	Test, application and interview
Essential	Ability to write engaging copy and good editorial skills	Application and interview
Essential	Experience of working with outside agencies	Application & Interview
Essential	Design skills and basic HTML knowledge	Application and interview
Essential	Experience of online marketing and e-newsletter distribution	Application and interview
Essential	Knowledge of how a press office works and ability to work with the media	Application and interview
Desirable	Knowledge of digital campaigning and related online platforms and software	Application and interview

Desirable	An understanding of maternity, health care policy and practice across the UK	Application and interview
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