



Sands
Application Information

Graphic Design and AV Assistant

October 2022

About Sands

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

Sands is here to support anyone affected by pregnancy loss and the death of a baby. Every day, we work to improve the care and support that bereaved parents receive – and help create a world where fewer babies die.



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 42 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 are able to 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!

About the role

Sands is here to support anyone affected by pregnancy loss and the death of a baby. Every day, we work to improve the care and support that bereaved parents receive – and help create a world where fewer babies die.

This exciting role is an integral part of the Sands' Design Hub, delivering designs, supporting in the creation and of multimedia and audiovisual communications that support our work to save babies' lives and help anyone affected by pregnancy loss or the death of a baby.

In this fast-paced role, you will be expected to undertake multiple projects at once across a range of graphic design and AV disciplines. Under the guidance of the Creative Design Lead you will work on projects from any point in their process, from consulting and administrating a brief, to delivering, developing and filing work. You will also support the Creative Design Lead in managing capacity of individual freelancers or agencies as well as liaising with any print and production companies involved in projects.

You will use brand guidelines to produce work, and act as Brand Guardian to ensure all work produced is high quality. You will also proof text and artwork of designs with meticulous attention to detail.

This role is ideal for a person passionate about communicating with others. You will liaise with colleagues right across the organisation to agree scope of work, budget and timelines, interrogate design briefs and spot opportunities, and support the Creative Design Lead in coordinating work with external suppliers and administrating projects to ensure deadlines are met.

You will work alongside colleagues from a range of communications disciplines, from digital marketing to media, internal communications to social media, and deliver work for all departments and teams across the organisation, so this role will be an excellent opportunity to see how these skills can be used to drive awareness, engagement and income for a vital cause.

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 : 18th October 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:	Graphic Design & AV Assistant
Responsible to:	Creative Design Lead
Department:	Engagement
Location:	Home-based
Contract:	12-month fixed term contract
Salary:	£26,250 per annum plus £312 Home Worker Allowance per annum
Hours:	35 hours per week (9.30am to 5.30pm but flexible hours will be considered)

Main Purpose of Job:

To be an integral part of the Design Hub, delivering designs, supporting in the creation and of multimedia and audiovisual communications that support Sands' work to save babies' lives and help anyone affected by pregnancy loss or the death of a baby.

This is a fast-paced role and the jobholder will be expected to undertake multiple projects at once across a range of graphic design and AV disciplines. Under the guidance of the Creative Design Lead you will work on projects from any point in their process, from consulting and administrating a brief, to delivering, developing and filing work. You will also support the Creative Design Lead in managing capacity of individual freelancers or agencies as well as liaising with any print and production companies involved in projects.

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You will work alongside colleagues from a range of communications disciplines, from digital marketing to media, internal communications to social media, and deliver work for all departments and teams across the organisation, so this role will be an excellent opportunity to see how these skills can be used to drive awareness, engagement and income for a vital cause.

Key responsibilities:

- To undertake duties as required by the Creative Design Lead in order to ensure the smooth and efficient running of the design hub and projects it undertakes
- Study and liaise on incoming briefs and understand requirements
- Schedule projects and work with the Creative lead to run the design and production process
- Conceptualise visuals and present ideas based on the requirements laid out in the brief
- Participate in creative and design projects from concept to completion as required including taking on special design tasks such as preparing files for print
- Produce engaging design and creative solutions in line with the needs of a given creative brief
- Listen to feedback and liaise on projects to hone skills, amend and improve the end creative (Design or other)
- Use the appropriate colours and layouts for each graphic created and ensure final graphics and layouts are visually appealing and on-brand
- Collaborate with the Creative lead, external creatives and producers (such as printers) to produce final design
- Test graphics and explore potential for using design or other creative solutions across various media
- Support on audiovisual projects, including liaising with external videographers and organise production schedules
- Use a suite of Adobe design tools, as well as Canva, to deliver excellent creative work
- Take part in creative brainstorm sessions to spot opportunities and develop ideas further

General

- Be a core member of the Engagement team and wider Income & Engagement department, working in collaboration with colleagues in other departments to deliver strategic objectives
- To work flexibly and adaptably
- To undertake other duties as required by the Head of Digital & Engagement, Director of Income & Engagement and Board of Trustees from time to time
- 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 Sands' vision and values at all times

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

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.

Person Specification

Core Competencies

Importance	Criteria	Assessment
Essential	Demonstrable experience of graphic design work	Application, Interview and Task
Essential	Excellent communicator with strong interpersonal skills	Application and Interview
Essential	Excellent attention to detail balanced with an ability to work iteratively	Application, Interview, and Task
Essential	Strong organisational skills	Application and Interview
Desirable	Experience of audio-visual work	Application and interview
Desirable	Experience of basic animation work	Application and interview
Essential	Willingness 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
Essential	Demonstrate experience in self-directed learning in order to adapt to updates in creative software and take advantage of creative opportunities and new mediums	Application and Interview

Skills and Experience

Importance	Criteria	Assessment
Essential	Experience in a similar role	Application and interview
Essential	Experience of using Adobe suite and Canva	Application and Interview
Desirable	Experience of using Shorthand.com or similar	Application and Interview
Essential	Experience of working with outside agencies and stakeholders	Application and Interview
Essential	Demonstrable experience of participating in a process and creating communications that require sensitivity and nuance	Application and interview
Desirable	Experience and skills in other creative mediums	Application and interview

Essential	Demonstrable experience of being creative whilst adhering to brand guidelines	Application and interview
Desirable	Strong conceptual thinking with demonstrable experience in creating work that considers the unique needs of the end user.	Application and interview