

Sands Application Information

Creative Design Lead

May 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 looking for a Creative Design Lead to deliver timely, cost-effective and high quality creative design projects, solutions and collateral across the charity. This exciting and pivotal role will have responsibility for creating and developing concepts, designs and artwork across all of Sands' media channels, digital and print.

This is a high-profile and crucial role which will involve working closely with all internal departments, working on a range of briefs including fundraising products, marketing materials and bereavement support materials in addition to resources for Sands volunteers and merchandise. The development of Sands' branding is also a key element of the Design Lead's remit.

With significant experience in delivering a range of creative material including infographics, marketing collateral and training materials in both digital and print, you will be highly proficient in the use of relevant design and software packages including Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva and Microsoft Office.

As a highly experienced and passionate design professional, you will be able to demonstrate your ability to distil complex information and convey this creatively.

A highly effective verbal and written communicator, you will be able to write engaging copy for multiple audiences and have experience of liaising with external suppliers, consultants and design agencies.

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

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 **12th June 2019**

Interview Date: **20th June 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:	Creative Design Lead
Responsible to:	Engagement Manager
Department:	Communications
Location:	Victoria Charity Centre, 11 Belgrave Road, London, SW1V 1RB. Flexible working and location considered
Contract:	Permanent
Salary:	£31,658 per annum plus £3,417 per annum London Weighting
Hours:	Full Time – 35 Hours per Week (Monday to Friday 9.30am – 5.30pm, with a 1 hour unpaid lunch break)

Main Purpose of Job:

An exciting and pivotal role within the Engagement Team, the Creative Design Lead is responsible for the timely, cost-effective and high-quality delivery of creative design projects, solutions and collateral across Sands.

Specifically, you will be responsible for creating and developing concepts, designs and artwork across all media channels, digital and print.

You will work closely with all teams across the charity and will work on a diverse set of briefs from fundraising products and marketing materials to bereavement support materials and bereavement care training materials as well as resources for Sands volunteers and merchandise . Using a highly creative and collaborative approach, you will challenge and support design and marketing briefs, be an excellent communicator and be able to develop concepts and designs for a diverse range of audiences to achieve different objectives that support and enhance the Sands brands including the Sands core brand, Sands United, Safer Pregnancy, National Bereavement Care Pathway and Baby Loss Awareness Week.

Above all, this role will take a lead in telling Sands’ story visually and help reach and inspire our audiences to act by pushing Sands’ boundaries using imaginative concepts and support the development of the brand.

Main Responsibilities

- Developing core creative ideas, concepts and brand identities for web, email, social media, digital campaigns, initiatives and events. Collaborate with all teams across the organisation to develop new, and evolve existing, digital and print materials including: fundraising products and activities, brand collateral and assets for websites, digital platforms, e-comms , printed literature, pitches and proposals, corporate products etc.
- Develop and design infographics to demonstrate Sands work, it's impact and distil complex information into visual formats
- Review and critique design and marketing briefs
- Co-ordinate with Sands internal marketing function to schedule and manage insourcing/outsourcing as required
- Review all existing design work to ensure it is on brand and within guidelines
- Establish, grow and maintain a photo and visual asset library
- Support and advise on brand reviews/refresh and brand extension development as required
- Co-ordinate with other Engagement Team members the management of/liaison with design agencies, freelancers as required
- Liaise with Sands internal marketing function to brief print production
- Stay ahead of design and digital trends and contribute ideas to enhance Sands visual presence across all media
- Stay ahead of digital trends and sharing new ideas to enhance the website and digital marketing

General

- Attend and contribute to meetings and Sands events as required.
- Maintain an up to date knowledge of current activities within Sands and be an advocate of the Sands brand at all times.
- To work flexibly with other members of the team
- To maintain confidentiality over personal information
- Provide future line management support to team members in line with operational requirements
- Participate in training, 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 and abide by all Sands Policies and Procedures.
- Commitment to and understanding of Equal Opportunities.

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

Person Specification

Importance	Criteria	Assessment
Essential	Demonstrable strong conceptual design skills combined with creative and design led thinking	Application & Interview
Desirable	BA (Hons) Graphic Design or equivalent qualification	Application & Interview
Essential	Highly proficient in the use of relevant design and other software packages e.g. Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, and Microsoft Office	Application & Interview
Desirable	Understanding of digital design and experience in the associated programmes	Application & Interview
Desirable	Ability to write engaging copy for multiple audiences	Application & Interview
Essential	Ability to distil complex information and convey in design and creative solutions	Application & Interview
Essential	Proven creative experience and a track record of delivering a range of creatives including infographics, marketing collateral, campaigning, fundraising, training and instructional materials both digital and print	Application & Interview
Desirable	Strong interest in the wider aspects of design and its application and typography and design application	Application & Interview
Essential	Ability to work and investigate briefs on your own	Application & Interview
Essential	Experience of and the ability to liaise and where required manage print and production, AV producers, creative and design agencies/suppliers/freelancers	Application & Interview
Desirable	Line management experience	Application & Interview
Essential	The ability to multi task, perform well under pressure and meet tight deadlines	Application & Interview
Desirable	An understanding and interest in the charity sector and charity fundraising and engagement	Application & Interview
Essential	Experience of planning and organising own work and meeting deadlines	Application & Interview
Essential	Ability to write clearly and accurately, including corresponding by email, as well as drafting routine correspondence	Application, assessment & Interview
Essential	Excellent organisational skills and exceptional attention to detail	Application, assessment & Interview
Essential	Ability to work on own initiative and as part of a team as well as across teams	Application & Interview
Essential	Ability to commit to and work within the aims, principles and policies of Sands	Application, assessment & Interview