

Sands  
Application Information

**Trusts and Statutory Fundraising  
Manager**

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June 2021

## About Sands

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Every day in the UK, 14 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 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 43 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](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.

### 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.

### 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

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Sands is recruiting a Trusts & Statutory Fundraising Manager to lead on the delivery of a robust portfolio of Trusts and foundations, to support statutory funding bids, and support the wider Partnerships team on corporate grants and foundations. The post-holder will be able to make a significant impact on the work that Sands does in supporting bereaved parents and saving babies lives, including our work with parents and communities, and providing bereavement training for professionals within the workplace and NHS.

In this exciting and high-profile role, you will lead on writing applications, managing our existing portfolio and providing an in-house consultancy service. You will also work closely with other Sands teams, Directors and colleagues within the Fundraising Team to develop a framework for, and reporting on the progress of Trust fundraising.

You will be highly results-orientated, and will have proven experience of developing and implementing trust fundraising programmes together with a proven record of securing significant grants from Trusts and other grant-making bodies.

Demonstrable experience of researching trust funding opportunities is essential, as well as experience of prospect research using a variety of tools and techniques.

With excellent verbal and written communication skills for a wide range of audiences, you will have experience of telephone pitching and making presentations. You will also have considerable relationship management experience and effective influencing skills.

You will be highly organised and be able to meet tight deadlines under pressure. A real team player, you will have strong IT skills including experience of using a fundraising database.

This is a rewarding role which offers a fantastic opportunity to make a real difference to the work 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](mailto:recruitment@sands.org.uk). Please also complete the Diversity and Equality Monitoring Form and send this with your application.

**Closing date for applications :** 23<sup>rd</sup> June 2021

**Interview Date :** w/c 5<sup>th</sup> July 2021

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

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<b>Job Title:</b>	<b>Trusts &amp; Statutory Fundraising Manager</b>
<b>Responsible to:</b>	Strategic Partnerships & Philanthropy Manager
<b>Location:</b>	Home-based
<b>Contract:</b>	Permanent
<b>Salary:</b>	circa. £37,000 per annum plus £312 per annum Home Worker Allowance
<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**

The Trusts & Statutory Fundraising Manager is a key role that will enable Sands' ambition - as detailed in its fundraising and engagement strategy - to diversify and grow income to £8m pa in five years. The challenge for this exciting position is to deliver and develop a relatively new income stream for Sands that is long term and sustainable.

The role will work closely with senior leadership and will have support from the Strategic Partnerships & Philanthropy Manager, and will spearhead the establishment of a robust portfolio of Trusts and foundations as well as statutory funding bids - ideally working toward multi-year partnerships with new funding bodies.

Sitting within the Partnerships & Philanthropy Team, this role will make a huge impact on Sands' work and will unlock massive potential for our research projects, bereavement training and support with the ultimate aim of truly making a difference to bereaved parents and saving babies lives.

This role is a senior fundraising post in the income and engagement department and will lead on writing applications, managing and growing the existing portfolio and providing support for corporate grants and foundations. The role will also work closely with the directors and other senior fundraisers in developing a framework for and reporting on Sands' impact.

The post holder will need to be results orientated, managing the entire trusts pipeline and will have proven, personal fundraising experience, at the five and six figure level. Superior written communication skills and an enthusiasm for establishing high level relationships is a must.

## **Key Responsibilities**

### *Trusts, foundations and statutory fundraising*

- Responsible for Sands' Trust project pipeline across Trusts, Foundations (including corporate) and statutory, across the UK, home nations and regional. Developed with attention to unrestricted opportunities.
- Responsible for Trusts and Statutory budget, reporting on monthly, quarterly and annual KPIs, and monitoring and evaluating against ROI.
- Responsible for developing monitoring system to track restricted grants and project development with relevant colleagues and Finance team.
- Ensure necessary process and templates are in place to ensure these projects are captured, packaged and costed, adapted to cross-selling thematically not just by project.
- Produce an annual sector analysis of Trust sector funding applying insight to Sands context
- Build relationships, multiyear partnerships and income from existing trusts and foundations and strong stewardship involving members of the senior leadership team
- Write tailored, inspirational applications and project reports addressing grant making priorities or requirements as specified
- Liaise closely with senior managers and teams to plan and develop the strongest possible proposals and build relationships, working closely with members of the Partnerships team on other private funding opportunities and major donor income.
- Develop and maintain reporting and application systems utilising Sands' database system.
- Evaluate monitor and report back to donors in a timely fashion on projects which have been funded
- Record details of applications made, funding pledged and forecast income

### *Cross-team working*

- Close collaboration with Partnership Team to identify funding opportunities including corporate grants and foundations, major donor acquisition and development of funding proposals and creatives.
- Work closely with colleagues in the Income and Engagement 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 experience

#### *Maximising Fundraising Expertise*

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

#### *General*

- To undertake other duties as required by the Director and Assistant Director of Income and Engagement
- 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

## Skills and Experience

Importance	Criteria	Assessment
Essential	Experience of developing and implementing a Trusts fundraising strategy including income from lottery and statutory sources with a creative and entrepreneurial approach to income development	Application and interview
Essential	Experience of leading a Trusts fundraising team, generating a minimum of £250,000 and delivering against performance targets	Application and interview
Essential	Proven record of personally securing minimum five-figure grants from Trusts, Statutory and other grant-making bodies	Application and interview
Essential	Strong project planning and financial management skills, including planning, forecasting, modelling and performance analysis, and ability to understand project budgets	Application and interview
Essential	Experience of implementing a formal prospect research and management system using a variety of tools and techniques	Application and interview
Essential	Experience of developing robust cultivation and stewardship plans to build positive, long term relationships with key funders and supporters	Application and interview
Essential	Considerable experience in senior relationship management and of influencing trust personnel	Application and interview
Essential	Excellent verbal and written communication skills for a wide range of audiences and experience of telephone pitching and making presentations	Application and interview
Essential	Ability to establish and lead on a collaborative approach with ability to communicate complex issues in writing and person, in an engaging and relevant manner	Application and interview
Essential	Experience of developing and maintaining positive relationships with supporters, and demonstrable success of working on large scale programmes with a variety of internal and external stakeholders	Application and interview
Essential	Strong IT skills including the use of basic software, and a fundraising database	Application and interview
Desirable	Experience of corporate partnership fundraising or working in a partnerships team	Application and interview
Desirable	Experience of identifying and communicating examples of a charity's impact and/or producing impact reports,	Application and interview



	statements and analysis	
Desirable	Knowledge of health and medical sector Trusts, Foundations and Statutory funding sources	Application and interview
Desirable	Experience of working in a charity with a strong local group or branch structure	Application

## Core Competencies

Importance	Criteria	Assessment
Essential	Effective verbal communication both on the telephone and in person with trusts	Application and interview
Essential	Demonstrable ability to develop relationships with grant-making organisations	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	Empathy with Sands' aims, and comfortable working within a bereavement environment and talking to bereaved people	Application and interview
Desirable	Ability to work occasional evenings and weekends and to undertake occasional travel throughout the UK	Application and interview