

Sands Application Information

Sands Utd Fundraising and Relationships Manager

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 United is a volunteer and supporter-originated product based around football, and is born out of a clear need for bereaved fathers be able to access a less formal type of support.

We are looking for a dynamic, enthusiastic and outgoing individual to join our expanding team who is able to hit the ground running and make an impact from day one. This new role will benefit someone who is proactive, highly organised and a good communicator with the drive and passion to further develop their skills by maximising fundraising opportunities through building and growing Sands United. Initially this will be focused around men's football teams, however we envisage this transferring to other sporting activities and including women's' and mixed gender teams and individuals.

You will have a good understanding of how sport can have a positive effect of health and wellbeing, preferably with a sporting background and shared love of sport, with a proven track record of reaching/exceeding income and performance targets.

Additionally, you will have strong IT skills including using a fundraising database plus the ability to use social media effectively within a fundraising environment.

With excellent organisational and communication skills, you will be able to manage a varied and demanding workload. You will have the ability and confidence to build and develop relationships with a range of internal and external stakeholders, as you will work closely, sensitively and collaboratively with colleagues across the organisation as well agencies and suppliers. You will work hard to monitor performance to achieve the best results and maximise the potential for Sands United.

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 **24th July 2019**

Interview Date: **30th 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:	Sands United Fundraising and Relationships Manager
Responsible to:	Director of Engagement and Income
Works closely with	Sands United Bereavement Support Officer
Responsible for:	Currently no direct Line Management responsibility
Location:	Location – flexible. Option for post holder to be based from a Sands office (London, Portadown, Glasgow) or from home. Regular travel to London and sporting events would be required. You must have a full clean driving licence and access to a car.
Contract:	Permanent
Hours:	Full Time – 35 Hours per Week (Monday to Friday 9.30am – 5.30pm, with a 1 hour unpaid lunch break). The role requires significant flexibility to work at evenings and weekends. TOIL will accrue for work at evenings and weekends.
Salary:	Circa £37,000 per annum plus £3,417 London Weighting Allowance (if based in London)

Bereaved men are a priority audience for Sands to engage, support and build relationships with. Sands United is a volunteer supporter originated product and is born out of a clear need for fathers to be able to access support in a different way than Sands currently provides. As with the success of other volunteer originated ideas Sands United has massive potential to generate income and awareness as well as provide a less formalised type of support network for bereaved men (including fathers, siblings and other family members).

We are looking for a dynamic, enthusiastic and outgoing individual to join our expanding team who is able to hit the ground running and make an impact from day one. This new role will benefit someone who is proactive, highly organised and a good communicator with the drive and passion to further develop their fundraising skills and to maximise the opportunities for Sands through building and growing Sands United. Initially this will be football focused around men's teams however we envisage this transferring to other sporting activities and include women's' and mixed gender teams and individuals.

You will have a good understanding of how sport can have a positive effect of health and wellbeing, preferably with a sporting background and shared love of sport, with a proven track record of reaching/exceeding income and performance targets.

You will possess excellent organisational and communication skills to manage a varied and demanding workload. You will have the ability and confidence to build and develop relationships with a range of internal and external stakeholders as you will work closely, **sensitively and collaboratively** with colleagues across the organisation, agencies and suppliers. You will work hard to monitor performance to achieve the best results and maximise the potential for Sands United.

In this exciting role and rare role, you will have the chance to make a positive impact on bereaved people's lives by combining their passion for sport with vital bereavement support options available to them through Sands.

The post holder must be prepared to converse sensitively and empathetically with members of the public who may be going through current or recent traumatic experiences.

Main Purpose and Aims of Job:

This new role is responsible for driving the promotion, organisation and delivery of Sands United teams within the community across the UK, to grow Sands' fundraising income and the supporter base of the charity through the recruitment of new players, supporters and teams. You will be instrumental in developing and building positive and long-lasting relationships that will underpin the success of each team. You will ensure delivery of a world class supporter experience throughout the supporter journey, helping supporters reach and exceed their fundraising targets when they are fundraising for Sands, ensuring their continuing support and their lifetime value is maximised.

Aims are to:

- Create a world class fundraising sports network that reaches out to, and connects with, male audiences through sport (and over time to develop the product and brand to cover other sports and audiences)
- Raise awareness of the impact baby loss has on bereaved men and signpost to support
- Provide an informal support network for those bereaved through sport
- Raise £1m by 2024/25 through fundraising, sponsorship, celebrity endorsement, merchandise and rights

Main Responsibilities

As the Manager, you'll deliver a new programme that uses initially football but with a view to widening the model to other team sports, to engage bereaved men and the potential to also engage bereaved women to come together through a shared love of sport and find a support network where they can feel at ease talking about their grief when they're ready.

Working as part of the Supporter Engagement and Income Team, you will oversee the successful delivery of Sands United including bereavement support, safeguarding, content development, risk management, quality assurance, event management and training.

Additionally, you will:

- Act as a first point of contact for all Sands United enquiries on telephone, email, social media etc.
- Engage with professional, semi-professional and local community football clubs, particularly coaches, in raising awareness of Sands United, its benefits and to set up matches, fundraising opportunities, collections Deliver training and workshops to new teams
- Design and roll out mid and end of season celebration events for players, families, and supporters
- Work with colleagues to create high-quality resources
- Help to manage and track project spend and manage the Sands United income budget
- Provide motivation and guidance to existing Sands United FC teams via face to face visits, telephone and email
- Lead, develop and manage existing teams to ensure Sands message is always on brand and relevant
- Work with the Assistant Director of Engagement and Income and other members of the Sands Fundraising Team to identify new opportunities to maximise engagement and income.
- Deliver world class stewardship plans which maintain engagement with Sands United events and the Sands cause and ensures every one of our participants feel valued, thanked and inspired to continue their support
- Ensuring that Sands United events and activities are on budget and securing the required level of income, maintaining a close eye on the level of income generated and expenditure incurred.

- Ensure a learning cycle approach and capture learning direct from supporters through a range of methods and channels, at events and through contributing to the production of the annual supporter experience survey
- Maintaining efficient records of supporters on Sands Fundraising CRM system
- Build and maintain strong and mutually beneficial relationships with all Sands community groups and organisations.
- Signpost to the Sands United Bereavement Support Officer any concerns about bereavement support requirements and to develop day to day support channels with teams
- Support organisations, groups and individuals to hold events and activities and ensure they abide by appropriate terms and conditions.
- Promote and cross-sell all Sands fundraising opportunities including Sands Challenge events, Sands Lottery and the many ways people can support Sands.
- Attend other fundraising events, as necessary, sometimes outside normal working hours
- Draft supporting communications to reach a wide range of potential and current supporters through a variety of media.
- Acknowledge and thank the Sands United teams collectively, particularly via social media and obtain regular feedback to enable continual supporter journey
- Manage the Sands United section of Sands website and develop the dedicated Sands United website ensuring details are up-to-date
- Develop relationships with current external stakeholders and identify and cultivate relationships with new ones in a variety of ways including by phone, in writing and face to face meetings as appropriate.
- Actively seek stakeholder involvement, engagement and feedback to help review and inform the development of future work.
- To identify grant funding opportunities
- To identify opportunities for running regional and national Sands United events
- Proactively build strong relationships with internal stakeholders, involving them in positive ways to ensure long term positive outcomes.

General

- Undertake other duties as required by the Director and Assistant Director of Engagement & Income from time to time.
- Take an active role in monthly Fundraising & Communications Team meetings
- To work out of normal office hours as required by the needs of Sands United team managers
- To represent Sands at both internal and external events, meetings and presentations
- Work flexibly and proactively with other members of the team
- Maintain confidentiality over personal information relating to staff and supporters, and ensure compliance with relevant Data Protection (GDPR) legislation
- Abide by all Sands Policies and Procedures.
- Undertake all mandatory training as required.
- Participate in monthly 1:1s, annual appraisal and personal development review.
- Become familiar with matters relating to Health & Safety Management and Safeguarding, with regard to themselves, their department and the organisation as a whole.
- Promote the Sands vision and values

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

Person Specification

Core competencies

Importance	Criteria	Assessment
Essential	Empathy with Sands' aims, and comfortable working within a bereavement environment and talking to bereaved people	Application and interview
Essential	To have excellent communication skills with the ability to communicate effectively with volunteers	Application and interview
Essential	Enthusiasm, resilience and a tenacity to succeed	Application and interview
Essential	Be able to develop creative solutions to problems	Application and interview
Essential	The ability to build internal and external networks	Application and interview
Essential	The ability to build relationships with key stakeholders at different levels within an organisation	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	Ability to work evenings and weekends and to undertake occasional travel throughout the UK	Application & Interview
Desirable	Demonstrable understanding of the positive impact of physical activity and fitness on mental wellbeing	Application and interview

Skills and experience

Importance	Criteria	Assessment
Essential	The ability to work collaboratively to develop and set a fundraising strategy and develop plans from this strategy	Application and interview
Essential	The experience of working on complex projects with multiple stakeholders	Application and interview
Essential	Experience of developing and maintaining positive relationships with supporters	Application and interview
Essential	Effective written and verbal communication skills 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	Strong Social Media skills and insight into what makes good content	Application and interview
Essential	A good understanding of diversity issues in relation to managing sporting teams and events	Application and interview
Essential	A good knowledge of the principles of data protection, and how to practically apply the requirements of GDPR legislation	Application and interview
Essential	Demonstrable understanding of how to grow sport related fundraising activities and generate income from multiple sources including community fundraising, sponsorship, partnerships, merchandising, endorsements, CRM, appeals etc	Application and interview
Desirable	Experience in a sports related fundraising role, especially football and experience of organising and promoting sporting events within the charity sector	Application and interview
Desirable	Experience of securing and/or managing partnerships/sponsorships which have generated in excess of £100,000 pa	Application and interview
Desirable	Experience of working on a complex long-term strategic partnership with multiple objectives (financial/non-financial)	Application and interview
Desirable	Experience of prospect research using a variety of tools and techniques	Application and interview

Desirable	Experience of working on a fundraising database	Application and interview
Desirable	Financial literacy and the 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	Significant knowledge and keen interest in national and/or local league football and other sports	Application and interview

Qualifications

Importance	Criteria	Assessment
Desirable	A relevant fundraising qualification	Application and interview