

Sands  
Application Information

**Community Supporter Engagement  
Manager**

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December 2019

## About Sands

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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 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 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](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.

## **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

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Sands is recruiting a Community Supporter Engagement Manager to drive the expansion of Sands' income generation and engagement activity at the local community level. The objectives of the role include increasing Sands' number of supporters, deepening our existing supporter relationships, maximising fundraising income from our groups of volunteers and growing income generated from community and events fundraising activities.

In this exciting and high-profile role, you will scope the opportunities and investment needed to establish a network of regional fundraiser and develop a portfolio of diverse and compelling community and events fundraising products.

You will have an excellent, and in-depth knowledge of community fundraising and be able to turn this into inspiring engagement activity and compelling fundraising products.

A highly proactive, enthusiastic and organised fundraiser with exceptional all-round communication skills, you will be able to build a new team of fundraising and engagement professionals across the UK to help support and grow Sands' supporter base at community level.

With exceptional planning, project and event management skills, you will have well-developed negotiation and negotiation skills and be able to produce a high standard of work whilst working to tight deadlines.

You will also need to have considerable experience of developing and/or working with volunteers and volunteer group networks. The ability to develop and maintain positive supporter journeys is also essential.

This is a senior management role, and as such you will need to have solid staff management experience with the ability to lead and support a team of community engagement and supporter events fundraisers.

## 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 :**                      **26<sup>th</sup> January 2020**

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

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<b>Job Title:</b>	Community Supporter Engagement Manager
<b>Responsible to:</b>	Assistant Director of Income and Engagement
<b>Responsible for:</b>	Senior Community Engagement & Supporter Events Officer & Community Engagement & Supporter Events Officer
<b>Location:</b>	Flexible with regular travel to Sands Head Office at Victoria Charity Centre, 11 Belgrave Road, London, SW1V 1RB and around the UK.
<b>Contract:</b>	Permanent contract
<b>Hours:</b>	Full Time – 35 Hours per Week (9.30am – 5.30pm, with a 1 hour unpaid lunch break)
<b>Salary:</b>	£42,168 per annum

Sands is looking for a true pioneer in community engagement. Someone who truly understands community fundraising and knows how to capture the pulse on the ground and turn that into inspiring engagement activity and compelling fundraising products. Overall the budget holder will manage an income budget of over £2m.

This role will suit someone who is proactive, highly organised and a good communicator with the knowledge, drive and passion to build a new team of fundraising and engagement professionals across the UK to help support and grow Sands' supporter base at the community level and maximise the fundraising efforts of the charity's amazing volunteer bereavement support groups.

This post can be based anywhere in the UK. Some travel to Sands Head Office in Victoria, London and the candidate must possess a willingness to travel regularly throughout the UK. Occasionally, there will be the need to work at weekends or during evenings, for which time off in lieu will be given. 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.

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### **Main Purpose of Job:**

This is an exciting new leadership role in the income and engagement department, reporting to the Assistant Director of Income and Engagement.

This pivotal role will drive the expansion of Sands' income generation and engagement activity at the local community level with a view to increasing the number of supporters, deepening existing supporter relationships, maximising the fundraising efforts of our amazing volunteer bereavement support groups and growing income generation from community and events fundraising activities.

You will do this by scoping the opportunities and investment needed to establish a network of regional fundraisers and develop a portfolio of diverse and compelling community and events fundraising products.

Your key audiences will include local supporters and Sands' volunteer bereavement support groups who work closely with bereaved families and their friends and colleagues who often organise their own fundraising activities. You will work closely with both the Staff Volunteer Team and the Strategic Partnerships Team to ensure that supporter journeys and local corporate partnerships are fully integrated and that together, you will help communicate Sands' impact in the local community, while providing a world class supporter experience.

Sands values the entire contribution a supporter makes to the charity, whether they choose to give their money, time or voice. With this role being at the heart of the community, you will also work collaboratively with Sands' Public Affairs and Campaigning team to help understand what issues matter to our supporters and help amplify campaign messages and calls to action. This is crucial to ensure that supporters can choose to support Sands at the time and in the way that is right for them – deepening relationships, maximising value and cultivating a vibrant eco-system of Sands community supporters across the UK.

## **Main Responsibilities**

- Working collaboratively with senior leadership, Strategic Partnerships and Sands Volunteer team members, play a lead role in developing and delivering a community fundraising strategy with associated investment requirements that will deliver world class community and events fundraising activity
- Review, develop and deliver a programme of community, events and appeal campaign activities that effectively engages existing supporters and grows a support base who regularly give their money, time and voice to support Sands' core charitable objectives
- Establish a community fundraising and events product innovation pipeline to maximise opportunities to engage and support
- Scope and develop fundraising opportunities and activities to maximise the fundraising potential of Sands' Bereavement Support Groups and ensure they have the information, skills and collateral needed
- Work closely with other teams and in particular the Network & Volunteering Team, Supporter Care Team and Strategic Partnerships Team to develop and deliver a world class supporter experience at the community level
- Work closely with the Policy and Public Affairs Team to ensure that community fundraising and engagement activity is integrated/co-ordinated with campaigning activity

- Work closely with the Engagement Team to ensure that the digital provision and infrastructure meets community fundraising and engagement needs
- Scope regional fundraising resource requirements and in particular with a view to establishing a network of regional fundraising staff
- Provide regular assessments and reports on community fundraising activity, performance and progress on strategic development
- Ensure Sands branding and key messages are consistent with Sands' brand guideline and core narrative
- Develop and deliver inspiring workshops and training for regional staff and volunteers as required to maximise fundraising and engagement activity at a local level
- Lead, inspire and motivate the Community and Events Team to deliver world class community and events fundraising activities and experiences
- Support and co-ordinate as may be required with the Sands United Fundraising and Relationships Manager on Sands United related community fundraising activity
- Help to identify and cultivate local community volunteer fundraising champions to inspire other supporters to sign up to our series of challenge events to maximise the potential raised for Sands through a variety of communications.
- Direct and support the Senior Community Engagement & Supporter Events Officer in the management, promotion and organisation of all Sands current CAP events including the London Marathon, Great North Run, Great South Run, Great Manchester, the Big Fun Run series, London to Brighton Cycle, Tough Mudder events as well as identifying potentially new events Sands may promote
- Be an exemplar in horizon scanning for new sector trends – particularly around community fundraising – and disseminate learning to the wider teams with a view to ensuring that Sands can adopt new opportunities in a timely fashion
- Support the team to research and identify new opportunities for Sands fundraising to help identify new opportunities for events and experiential activities to ensure we continually appeal to a wide range of new and existing audiences and maximise engagement and income.
- Lead on acknowledging and thanking the community fundraisers individually and/or collectively, particularly via social media and obtain regular feedback to enable continual improvement of the fundraiser journey.
- Lead the team to deliver world class stewardship plans which maintain engagement with events and the Sands cause and ensures every one of our participants feel valued, thanked and inspired to continue their support.



- Direct and support the Senior Community Engagement & Supporter Events Officer to organise a successful Cheering Point and post-race Reception for London Marathon fundraisers and their supporters.
- Direct and support the Senior Community Engagement & Supporter Events Officer to recruit a range of suitable volunteers to support at challenge events and supervise volunteers at challenge events as required.
- Assist with the development and organisation of new fundraising incentives and partnerships for Sands running and challenge events and event-led initiatives including Sands' annual awareness events.
- Work with Senior Community Engagement & Supporter Events Officer to develop bespoke and annual fundraising initiatives (e.g. Bake4Sands).
- Ensure that all fundraising and engagement activity at local community level adheres to the latest Fundraising Regulator requirements, Institute of Fundraising codes of conduct and best practice and that it is fully compliant (e.g. GDPR, Gift Aid, cash handling)
- Work closely with Finance and Supporter Care Teams to ensure records are updated with actions and preferences quickly, efficiently and accurately
- Work with the Finance & Resources Director to ensure all community fundraising activities and events are appropriately insured
- Ensure that Sands Groups provide appropriate and timely information on income received and maintain appropriate controls over income.

## General

- Support organisations, groups and individuals to hold events and activities and ensure they abide by appropriate terms and conditions.
- In collaboration with the Engagement function, prepare communications to reach a wide range of potential and current supporters through a variety of media.
- 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.
- Maintain efficient records of supporters on thankQ CRM system.
- Attend events, as necessary, sometimes outside normal working hours, on weekends etc.
- Work with Engagement function to produce branded fundraising resources, from conception to completion.

- 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.
- Proactively build strong relationships with internal stakeholders, involving them in positive ways to ensure long term positive outcomes.
- Undertake other duties as required
- Take an active role in monthly Fundraising & Communications Team meetings.
- 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.
- 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, 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

<p><b>Critical Skills</b></p> <ul style="list-style-type: none"> <li>• In depth, up to date and relevant knowledge and demonstrable success in community fundraising, growing/establishing community fundraising teams and new community fundraising product development/implementation</li> <li>• Ability to enthuse and motivate staff</li> <li>• Exceptional communication skills, both written and verbal</li> <li>• Exceptional planning, project management and event management skills backed up by demonstrable experience</li> <li>• Exceptional negotiation and influencing skills</li> <li>• Ability to work under pressure and on one's own</li> <li>• Considerable experience of developing and/or working with and/or managing volunteers and volunteer group networks</li> <li>• Experience of developing and maintaining positive supporter journeys especially in relation to challenge event fundraising</li> <li>• Good financial literacy with regards to income processing</li> <li>• Excellent social media skills</li> <li>• Excellent copywriting skills</li> </ul>
<p><b>Other Skills and Experience required</b></p> <ul style="list-style-type: none"> <li>• Experience of working with a branch structure organisation</li> <li>• Strong IT skills including the use of basic software (thankQ desirable)</li> <li>• Experience of recruiting a range of volunteers to support at events</li> <li>• Staff management experience</li> <li>• Budget management experience</li> <li>• An understanding of maternity, health care policy and practice across the UK (desirable)</li> <li>• Knowledge of the Institute of Fundraising codes of best practice</li> <li>• Knowledge of the legal requirements relating to general fundraising</li> </ul>
<p><b>Competencies</b></p> <ul style="list-style-type: none"> <li>• Ability to cope with demanding situations and work to tight deadlines</li> <li>• Good interpersonal skills and ability to promote and develop team work</li> <li>• Strong organisational skills, with considerable attention to detail</li> <li>• Ability to monitor and maintain own standards</li> <li>• Ability to maintain a high level of confidentiality regarding sensitive and confidential information</li> <li>• Ability to commit to and work within the aims, principles and policies of Sands</li> <li>• Ability to promote Sands' vision and values, distinct from any personal opinions</li> <li>• Ability to work occasional evenings and weekends and to undertake occasional travel throughout the UK (including volunteering for 2-3 fundraising events per year)</li> </ul>
<p><b>Personal Qualities</b></p> <ul style="list-style-type: none"> <li>• Mature, confident and enthusiastic attitude</li> <li>• Ability to empathise and be sensitive in difficult circumstances</li> </ul>

- Willingness to learn and use initiative
- Able to work under pressure and to targets/timeframe
- Creative, flexible character and a generator of ideas
- Excellent attention to detail and planning and organisational skills
- A team player

**Qualifications required**

- Recognised Fundraising qualification (desirable)