

Sands Application Information

Senior Community Engagement and Supporter Events Officer (Maternity Cover)

June 2020

About Sands

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 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.

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 somebody with significant experience of generating fundraising income within the charity sector to drive the promotion, organisation and delivery of a wide range of events and community activities.

In this high-profile and exciting role you will recruit new volunteers and develop Sands' supporter base for multiple events including the London Marathon, develop positive relationships with volunteers and community groups to enhance fundraising as well as ensuring the delivery of a world-class supporter journey.

With demonstrable experience of organising and promoting challenge events and developing income streams, you will have an excellent understanding of raising income potential from these events plus a high level of financial literacy including budget management experience.

A highly effective verbal and written communicator, you will also have good social media and IT skills preferably with experience of ThankQ.

You will need to demonstrate a high level of organisational ability and attention to detail, in addition to being able to maintain a high level of confidentiality when dealing with sensitive information.

A true team player with a highly collaborative approach, you will need to be flexible 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: 21st June 2020

Interview Date: 29th June 2020

As we have limited staff resources we are unable to provide candidates with feedback about their applications. **Interviews will be held via Zoom**

Job Description

Job Title:	Senior Community Engagement & Supporter Events Officer
Responsible to:	Community Supporter Engagement Manager
Responsible for:	Community Engagement & Supporter Events Officer
Location:	Home – Based / Victoria Charity Centre, 11 Belgrave Road, London, SW1V 1RB
	Flexible working arrangements will be considered
Contract:	Fixed-term maternity cover contract for 9 months
Salary:	£33,710 per annum
Hours:	Full Time – 35 Hours per Week (9.30am – 5.30pm, with a 1 hour unpaid lunch break)

A willingness to travel within the UK when required. 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 of Job:

Responsible for driving the promotion, organisation and delivery of a wide range of events, fundraising campaigns and community activities to grow Sands' fundraising income and the supporter base of the charity. You will develop and grow our supporter base for multiple events and Campaigns including our virtual running event My Marathon My Way, Bake for Sands and monitor the changing landscape of third party mass participation events such as the Virgin Money London Marathon, Great North Run, other promoted national and regional events and adapt accordingly. You will be instrumental in developing and building positive relationships with Supporters, Sands Volunteer groups and other community groups to enhance fundraising. You will ensure delivery of an excellent supporter experience throughout the supporter journey, helping supporters reach and exceed their fundraising targets, ensuring their continuing support and their lifetime value is maximised.

Main Responsibilities

- Working with the Supporter Community Engagement Manager to develop the existing challenge and running events portfolio to ensure Sands offers a vibrant and relevant product offering and adapts to the current challenge within this area.
- Working with the wider Supporter Engagement and Income teams help to identify new opportunities within fundraising and experiential activities to maximise engagement and income.

- Delivering world-class stewardship plans which maintain engagement with supporters and the Sands cause, increasing supporters lifetime value to the charity and ensuring every one of our participants feel valued, thanked and inspired.
- Developing and delivering marketing plans for your fundraising activities in order to ensure they achieve their maximum potential both in terms of engagement and income.
- Ensure a learning cycle approach and capture learning direct from supporters through a range of methods and channels, in particular digital channels and e- communication
- Maintaining efficient records of supporters on thankQ CRM system
- Support the Community Supporter Engagement Manager in developing and delivering Sands events and activities programme.
- Support organisations, groups and individuals to hold events and activities and ensure they abide by appropriate terms and conditions.
- Identify new opportunities for Sands fundraising to achieve agreed income targets and appeal to a wide range of audiences
- Manage, promote and organise all Sands third party events including London Marathon, Great North Run, Great South Run, Great Manchester, Great Birmingham, the Big Fun Run series, London to Brighton Cycle, and DiFC events. In the current climate, you need to be able to adapt to changing circumstances and identify alternative income generation activities should these events not take place. Identify new and potential supporters and encourage them to sign up to our series of challenge events to maximise the potential raised for Sands
- Attend events, as necessary, sometimes outside normal working hours
- Work with the Sands Community Supporter Engagement Manager to prepare communications to reach a wide range of potential and current supporters through a variety of media.
- Work with Sands Community Supporter Engagement Manager to develop bespoke and annual fundraising initiatives (e.g. Leapoflove)
- Help to acknowledge and thank the challenge teams collectively, via social media and regular mail.
- Work with line manager to obtain regular feedback via Supporter Survey to facilitate improvements to the continual fundraiser journey
- Manage events section of Sands website ensuring events and challenge series are up-to-date
- Recruit a range of suitable volunteers to support at challenge events and supervise volunteers at challenge events as required.
- Work with the Supporter Community Engagement Manager in developing new fundraising incentives and partnerships for Sands running and challenge events.

- 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.
- Proactively build strong relationships with internal stakeholders, involving them in positive ways to ensure long-term positive outcomes.

General

- Line manage Community Engagement & Supporter Events Officer post
- Undertake other duties as required by the Community Supporter Engagement Manager, Assistant Director of Income and Engagement or Director of Income and Engagement from time to time.
- Take an active role in monthly Income & Engagement Team meetings
- To work out of normal office hours as required by the events programme
- 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

Critical Skills
<ul style="list-style-type: none"> • Relevant experience in a similar role with responsibility for generating fundraising income • Experienced in organising and promoting challenge events within the charity sector • Experience of developing and growing income streams • Experience of developing and maintaining positive donor journeys especially in relation to challenge event fundraising • Good understanding of raising income potential from running and challenge events • Excellent communication skills (both written and verbal) • Financial literacy with regards to income processing • Social media skills • Excellent copywriting skills
Other Skills and Experience required
<ul style="list-style-type: none"> • Strong IT skills including the use of basic software • Experience of recruiting a range of volunteers to support at events • Budget management experience (desirable) • Line Management experience • An understanding of maternity, health care policy and practice across the UK (desirable)
Competencies
<ul style="list-style-type: none"> • Strong IT skills including the use of basic software (ThankQ desirable) • Ability to cope with demanding situations and work to tight deadlines • Good interpersonal skills and ability to promote and develop team work • Strong organisational skills, with considerable attention to detail • Ability to monitor and maintain own standards • Ability to maintain a high level of confidentiality regarding sensitive and confidential information • Ability to commit to and work within the aims, principles and policies of Sands • Ability to promote Sands' vision and values, distinct from any personal opinions • Ability to work occasional evenings and weekends and to undertake occasional travel throughout the UK (including volunteering for 2-3 fundraising events per year)
Qualifications required
<ul style="list-style-type: none"> • Educated to degree level or equivalent and/or have significant experience of working in a similar role (essential) • Certificate in Fundraising (desirable)