

Sands  
Application Information

**Prevention and Practice Improvement  
Officer**

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April 2022

## About Sands

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Every day in the UK, 13 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 44 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 all Staff access to the Bupa Employee Assistance service which offers free and confidential counselling and wellbeing support. Support is available on a range of issues including legal, financial, emotional, health 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.

## Flexible Working

All Staff are able to apply for flexible working with effect from their first date of employment.

## Maternity Pay

Staff on maternity leave are paid their full salary for the first 26 weeks of their period of leave.

## Leave for the Death of a Baby or Pregnancy Loss

Any member of Staff affected by the death of baby or pregnancy loss will be granted leave paid at their normal salary, regardless of the type of loss.

## 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!

**Sands is an inclusive and diversity-friendly employer. We are committed to promoting equality, valuing diversity and working inclusively. We welcome and encourage applications from people of all backgrounds and do not discriminate on the basis of disability, race, colour, ethnicity, gender, religion, sexual orientation, age or any other category protected by law.**

## About the role

This is a newly created and exciting role which supports Sands' activity in preventing pregnancy loss and baby deaths and identifying and implementing the actions needed to reduce the number of babies dying.

The functions of the role include ensuring that the diverse experiences and views of bereaved parents and families inform the development of safer maternity and neonatal care, and turning research evidence and best practice into education, training and learning resources for NHS staff and families.

The post-holder will be able to demonstrate a good knowledge of NHS structure and organisation in general (particularly maternity services) and additionally have a good understanding of the relationship between research, policy and practice.

A strong strategic thinker, you will have excellent communication and presentation skills, with an ability to communicate complex messages in simple and compelling ways to a variety of audiences. You will have experience of delivering projects involving stakeholders from other organisations and involving other departments. This will therefore require you to be able to develop and maintain effective partnerships both internally and externally.

With excellent time management skills, you will be highly organised and motivated with the ability to absorb complex and new information. Additionally, you will have an excellent understanding and advocacy of issues relating to equality, diversity and inclusion plus the ability to discuss challenging issues in a sensitive way.

## 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 : 15<sup>th</sup> May 2022**

**Interviews: w/c 30<sup>th</sup> May 2022**

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>	Prevention and Practice Improvement Officer
<b>Responsible to:</b>	Head of Saving Babies Lives Team
<b>Department:</b>	Research, Education and Policy
<b>Location:</b>	Home based (this role can be based anywhere in the UK). Sands has an office in Central London which is available to Staff to work in occasionally subject to agreement with the line manager.
<b>Contract:</b>	Permanent
<b>Salary:</b>	£31,250 per annum plus £312 Home Worker Allowance per annum
<b>Hours:</b>	35 hours per week

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## **Main Purpose of Job:**

Support Sands activity to prevent pregnancy loss and baby deaths and identify and implement the actions needed to reduce the number of babies dying:

1. Ensure that the diverse experiences and views of bereaved parents and families inform the development of safer maternity and neonatal care
2. Ensure safer care initiatives and findings from mortality prevention work which Sands is involved in have traction and are used to deliver change
3. Turn research evidence and best practice into education, training and learning resources for NHS staff
4. Raise awareness of safer and healthier pregnancy issues and increase the profile of Sands work to save babies lives

## **Key Responsibilities:**

### **Ensure that the diverse experiences and views of parents and families inform the development of safer care**

- Ensure the views of a diverse range of bereaved families are represented on issues/topics relevant to improving safety in pregnancy and perinatal care
- Present key messages from parents/families in engaging ways for different platforms and audiences; feed key messages into the drafting of written evidence to relevant government and NHS-led consultations
- Support development of resources, tools and guidance for healthcare and other professionals with a diverse range of bereaved parents

**Ensure safer care initiatives and findings from mortality prevention work which Sands is involved in have traction and are used to deliver change**

- Support Sands' work feeding into national surveillance work, review and investigation processes and systems, representing Sands views as appropriate
- Work to identify where information on perinatal mortality can better drive improvements in safety and that recommendations from reviews/investigations are implemented and used to improve care
- Support the team to identify gaps and create evidence-based interventions and resources
- Support development of evidence-based policy positions around safer care and support relevant campaigning activity
- Maintain an overview of relevant systems, guidance, policy developments and organisational cultures and assess their impact on baby death and pregnancy loss.

**Turn research evidence and best practice into education, training and learning resources for NHS staff and parent-fronted materials**

- Support the creation of evidence-based education and learning resources for NHS staff on issues relevant to prevention
- Identify content for Sands' training webinars for NHS staff, as well as supporting the Sands' trainers to deliver these webinars
- Help to turn research evidence and best practice into education and support for families in making informed decisions either during pregnancy or after their baby has died
- Support Sands staff and volunteers to respond to bereaved parents' questions about safety issues/complaints.

**Raise awareness of safer and healthier pregnancy issues and increase the profile of Sands work to save babies' lives**

- Ensure that Sands' work to save babies' lives is well known and understood both internally and externally
- Help to demonstrate the impact that Sands is having on perinatal mortality across the UK
- Write and maintain updated web pages and communication resources for internal and external audiences, including for pregnant women, partners and people
- Monitor outputs relevant to safer pregnancy from key external stakeholders, including government departments, the NHS and relevant Royal Colleges
- Represent Sands on selected national organisations/bodies seeking to reduce perinatal mortality
- Attend and present Sands work at national conferences/forums of health professionals and national policy makers, in the UK and abroad.

**General**

- Undertake any other duties commensurate with the role as required by the Heads of Research and Prevention
- Model the culture and values of Sands at all times

- Work flexibly with other members of staff and team, occasional evening/ weekend working
- Maintain a high level of confidentiality and professional conduct
- Abide by all Sands Policies and Procedures
- Undertake all mandatory training as required
- Be familiar with matters relating to Health & Safety Management, affecting themselves, their department and the organisation as a whole

**This Job Description is not contractual and is liable to change over time.**

# Person Specification

<b>Skills and Experience</b>		
<b>Importance</b>	<b>Criteria</b>	<b>Assessment</b>
Essential	Demonstrate knowledge of the NHS structures and organisation in general, and of maternity services in particular	Application and interview
Essential	A good understanding of the relationship between research, policy and practice	Application and interview
Essential	Experience of contributing to and influencing project groups made of different professionals/skills and experiences	Application and interview
Essential	Excellent time management skills with the ability to prioritise own workload, self-motivate, deal with conflicting demands and meet tight deadlines under pressure	Application and interview
Essential	Demonstrable ability to absorb complex and new information	Application and interview
Essential	Experience of developing and maintaining effective partnerships internally and externally	Application and interview
Essential	Excellent communication and presentation skills, with an ability to communicate complex messages in a compelling way to a variety of audiences, lay and professional	Application and interview
Essential	Experience of using a range of IT packages including MS Office (word processing, spreadsheets and databases) and email.	Application and interview
<b>Behavioural Competencies</b>		
Essential	Strategic thinking, with the ability to develop creative solutions	Application and interview
Essential	Excellent interpersonal skills with the ability deliver successful cross-organisational projects	Application and interview
Essential	Ability to build effective working relationships with colleagues, volunteers and external stakeholders	Application and interview
Essential	Diplomacy and the ability to discuss challenging items in a sensitive way	Application and interview
Essential	Excellent understanding and advocacy of issues relating to equality, diversity and inclusion	Application and interview
Essential	An understanding of and empathy with the issues surrounding the death of a baby, for professionals, parents and families	Application and interview