



Sands
Application Information

Partnerships Co-ordinator

May 2025

About Sands

Sands exists to save babies' lives and ensure that anyone affected by pregnancy loss or baby death receives the support and care they need.

Sands works to ensure that everyone affected by pregnancy and baby loss receives the care and support they need. We provide training so that everyone who comes into contact with bereaved parents and families has the knowledge, skills and confidence to offer sensitive, safe care and support. Our accredited training is available across the UK.

We provide bereavement support services both nationally through our Freephone helpline, 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.

Additionally, we promote improvements in practice and support research to better understand the causes of deaths and save babies' lives.

Sands raises awareness of baby loss and works with government, key influencers and other stakeholders to make reducing the number of babies dying a priority nationally and locally.

Over the past 46 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 40% since 2012 and, as part of our strategic plan, is focusing on how we can make the biggest different 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 Services

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 Aviva 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.

Life Insurance

All Staff are covered by a Life Insurance Policy which pays 3 x annual salary to nominated beneficiaries. Staff also have access to additional services from Legal and General including legal and financial support, a medical helpline, and a health and wellbeing platform. Additionally, Staff have access to a wide range of shopping offers and discounts, plus advice on finding and funding later life care for their loved ones or themselves.

Flexible Working

All Staff can 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.

Tickets for Good

All Staff have membership of a platform which offers free and discounted tickets to a wide range of entertainment events.

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

Sands exists to save babies' lives and ensure that anyone affected by pregnancy loss or baby death receives the support and care they need.

This is an exciting role that will rely on a strong combination of excellent organisational and account management skills to support the Partnerships Team's ambitious fundraising strategy.

You will support the development and management of relationships with external partners, helping to enhance the team's outreach, funding opportunities, and collaborative projects. This role involves administrative support, stakeholder communication, and event and volunteer coordination to ensure effective partnership engagement and experience.

Additionally, you will have the opportunity to further develop your skills and understanding of corporate fundraising by supporting the Partnerships Team to develop and launch an exciting portfolio of corporate products and events, paying close attention to the evolving needs of partners in an ever-increasing digital environment.

You will be involved with flagship events and campaigns such as the globally-recognised Baby Loss Awareness Week, our award-winning Sands United Football Club, Big Give appeals and sector-leading collaborations.

You will also draw upon your expertise and creativity by working on creatives and concepts with the team to increase engagement and further develop communication channels appropriate to a diverse corporate audience.

With experience of managing a corporate partnerships portfolio of at least £75,000, you will have managed corporate fundraisers including Charity of the Year Partnerships, cause-related marketing partnerships and sponsors.

We are looking for someone who has an eye for detail, is able to manage their time effectively and ensure the highest supporter experience. You will need to have strong IT skills including the use of a fundraising database.

This role will also provide support to colleagues within the Income & Engagement Department to optimise income and awareness raising activities.

Saving babies' lives. Supporting bereaved families.

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.

CVs and supporting statements should be sent as attachments to an email in either Word or PDF format. The title of the attachments should be your first name, surname and either CV or supporting statement e.g. "Name CV"

Please also complete the Diversity and Equality Monitoring Form and send this with your application.

Closing date for applications : 8th June 2025

Interview Date: w/c 16th June 2025

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

Job Description

Job Title:	Partnerships Co-ordinator
Responsible to:	Strategic Partnerships Manager
Location:	Home-based with travel to London and UK when required
Contract:	Permanent
Salary:	£25,000 per annum plus £312 Home Worker Allowance per annum
Hours:	35 Hours per Week

Purpose of role

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Additionally, the post holder will have the opportunity to further develop their skills and understanding of corporate fundraising by supporting the Partnerships Team to develop and launch an exciting portfolio of corporate products and events, paying close attention to the evolving needs of partners in an ever-increasing digital environment.

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Key Responsibilities

Partnerships & Supporter Care

- Assist in maintaining relationships with new and existing partners, donors and stakeholders.
- Provide excellent account management of Sands' small Charity of the Year and other corporate partners (as a guideline those giving up to £20,000)
- Support Partnerships Team to achieve and grow overall team budget and support wider partnership portfolio.
- Act as a key point of contact for partner enquiries and actively solicit donations and/or partnership opportunities.
- Ensure that approaches and donations are responded to, and thanked, in a timely manner.
- Support delivery of corporate-specific appeals, campaigns and events.
- Deliver well managed and well-developed partnership stewardship and communications.
- Act as a champion to inspire and motivate supporters to fundraise and raise awareness of Sands, and attend meetings and presentations as required.
- Collate and provide engaging and dynamic partnership content for supporter resources, newsletters and mailings.
- Maintain ongoing communications by telephone and email, building relationships with fundraisers and potential donors, ensuring each individual is appropriately stewarded to maximise supporter experience.
- Maintain appropriate contracts or letters of agreements for donors and partners as required.
- Support the Partnerships Team in the management of other partnerships through specific initiatives, such as events support and employee volunteering as required.
- Undertake due diligence in line with Sands' Ethical Policy and robust vetting criteria.
- Work closely with colleagues to ensure Supporter Care work is kept up to date and that the service we offer is the best it can be.

Administrative and Database Management

- Support the Partnerships Team to maintain accurate records and timely reports in the charity CRM and shared drive, in compliance with data protection legislation and best practice.
- Work closely with project and finance teams to gather information, maintain high standards of accuracy at all times to ensure partnerships and finance data management including tracking and invoicing.
- Effectively monitor partnership activity and finances, ensuring accurate gift processing and support the Strategic Partnerships Manager with timely income, expenditure and quarterly KPI reports.
- Assist in partnership activities, deliverables, and ensuring internal and external deadlines are met.
- Support the Partnerships Team's communication and engagement plans, collating dynamic social media content and scheduling, and supporting cross-team projects like case study work, campaign activity and new corporate fundraising products.
- Assist in partnership volunteering, events, meetings and workshop coordination. Including logistical support such as venue bookings, attendance tracking and evaluations.

Cross-team working

- Contribute to the wider team's efforts in fundraising, marketing and project coordination.
- Work closely with all colleagues in the Income & Engagement Department to seize cross-team opportunities to increase income and awareness and to develop appropriate products and engagement tools.
- 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 care.

General

- To undertake other duties as required by the Head of Partnerships and Philanthropy, Strategic Partnerships Manager, Business Development Lead, and Director of Income & Engagement.
- To work flexibly and proactively with other members of the team.
- Keep up to date with sector knowledge regarding corporate and events fundraising, 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.
- 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

Importance	Criteria	Assessment
Essential	Experience of managing a corporate partnerships portfolio of at least £75,000.	Application and interview
Essential	Experience of managing corporate fundraisers including Charity of the Year Partnerships, cause-related marketing partnerships and sponsors.	Application and interview
Essential	Excellent interpersonal and relationship-building skills with experience in a supporter facing role.	Application and interview
Essential	Excellent verbal and written communication skills, with experience of contributing to presentations and meetings	Application and interview
Essential	Strong organisational and administrative skills.	Application and interview
Essential	Strong IT skills including the use of a fundraising database, Microsoft Teams and Office	Application and interview
Essential	Excellent time management skills, with the ability to manage multiple priorities and deadlines	Application and interview
Essential	Financial literacy, analytical 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	Experience of coordinating events, including fundraising events, online and offline.	Application and interview
Desirable	Experience of coordinating volunteering.	Application and interview
Desirable	Experience in prospect research, production of proposals/pitches and reporting	Application and interview
Desirable	Ability to understand a project budget	Application and interview
Desirable	Experience of working in a charity with a strong local group or branch structure, and volunteers	Application
Desirable	Experience of working within healthcare or medical organisations	Application
Desirable	Experience of prospect research using a variety of tools and techniques	Application & interview
Desirable	Experience of using administrative systems and CRM database	Application and interview
Desirable	Ability to work occasional evenings and weekends and to undertake occasional travel throughout the UK	Application & Interview