

# Sands Application Information

## **Public Affairs and Campaigns Manager**

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March 2019

## About Sands

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Every single day in the UK, in spite of medical advances, 15 babies are stillborn or die within the first 28 days of life.

Sands, the stillbirth and neonatal death charity, is a well-established and widely respected national charity that:

- Works in partnership with health professionals and others to ensure that bereaved parents and families receive the best possible care by transforming the culture and practice of perinatal bereavement care.
- Promotes changes in care that could help to reduce the loss of babies' lives by funding high impact research projects and to ensure that a robust review is carried out after each babies death.
- Supports anyone affected by the death of a baby through our Helpline and our 100 Groups nationwide across the 4 devolved nations.
- Raises awareness of the issues relating to stillbirth and neonatal death to break to taboo and lift the isolation felt by so many bereaved parents

The charity has grown its income by over 40% since 2012 and, as part of its strategic plan to 2020, is focusing on how we can make the biggest difference to improving the care and support available to bereaved parents and families, reducing the number of babies dying and building on our success in raising awareness of the issues relating to stillbirth and neonatal death. This is an especially exciting time at Sands as we reposition to become the leading charity in the sector.

Find out more about our work at <https://www.sands.org.uk/>

## Sands 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 has a vacancy for a Public Affairs and Campaigns Manager to lead all our activity in these areas, in order to obtain widespread commitment to reducing the number of babies dying and to ensure the provision of excellent bereavement care after pregnancy or baby loss. By leading on the delivery of impactful and integrated campaigns, the post-holder will build a core of committed campaign supporters. The post holder will lead the policy and campaigning elements of Baby Loss Awareness Week working two days a week to the Baby Loss Awareness Week Alliance

With a track record of successfully influencing public policy and political agendas, you will be able to demonstrate your ability in using a range of public affairs approaches. You will also have significant experience of delivering impactful policy change campaigns, building committed campaign supporter bases and establishing and maintaining productive relationships with senior politicians and influencers.

A high level of organisational and strategic planning skills is essential, as is the ability to create and maintain strategic alliances externally.

You will need be able to absorb and understand complex issues and be able to communicate these effectively to high-profile external stakeholders, at the same time having a good understanding of relevant lobbying legislation and application across the devolved nations of the UK.

In addition to the above, you will understand and empathise with the needs of bereaved parents and have an excellent understanding of diversity issues.

## To apply:

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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 :** 24<sup>th</sup> April 2019  
**Interview Date:** w/c 6<sup>th</sup> May 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

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<b>Job Title:</b>	<b>Public Affairs and Campaigns Manager</b>
<b>Responsible to:</b>	Director of Research, Education and Policy
<b>Location:</b>	Sands Head Office, Victoria Charity Centre, 11 Belgrave Road, London, SW1V 1RB
<b>Contract:</b>	Permanent
<b>Salary:</b>	£37,688 per annum plus £3,417 London Weighting Allowance per annum
<b>Hours:</b>	Full Time – 35 Hours per Week (Monday to Friday 9.30am – 5.30pm, with a 1 hour unpaid lunch break)

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

1. Lead Sands public affairs and campaigns activity in line with our charitable objectives
2. Lead the policy and campaigns elements of Baby Loss Awareness Week working two days a week to the Baby Loss Awareness Week Alliance
3. Work strategically to obtain widespread commitment to reducing the number of babies dying, and, for the provision of excellent bereavement care after pregnancy or baby loss
4. Develop effective relationships with politicians and key political influencers across the UK
5. Lead on the delivery of impactful and integrated campaigns, building a core of committed campaign supporters
6. Ensure that issues relating to stillbirth and neonatal death are highlighted, that stigma is reduced and that key public health messages are communicated
7. Contribute to departmental planning and reporting, using evaluation, impact reporting and feedback to strive for continual improvement

### **Principal Tasks and Responsibilities**

#### *Developing and managing plans and strategies*

- In conjunction with the Director of Research, Education and Policy, develop and deliver Sands public affairs and campaigns activity
- Develop and report on progress against objectives and measures and maintain the annual budget for Public Affairs and Campaigns

- Manage, motivate and support any future members of the Public Affairs and Campaigns Team including staff in the devolved nations
- Be a member of the Senior Management Group contributing to key decisions relating to strategic direction as well as the delivery of objectives
- Deliver integrated projects working collaboratively with colleagues across the Research, Education and Policy Department, and the wider organisation, to ensure opportunities are maximised and planning is joined-up

#### *Baby Loss Awareness Week*

- Two days a week to be devoted to designing and delivering the policy and campaigns element of Baby Loss Awareness Week
- Work with the Baby Loss Awareness Week Alliance to push for tangible improvements with regard to pregnancy and baby loss; in particular improvements in bereavement care and support, and in reducing the incidence of pregnancy and baby loss

#### *Campaigns*

- Deliver high quality, distinctive and impactful campaigns, which place reducing stillbirth and neonatal death firmly on the national agenda, and call for best practice in bereavement care after the death of a baby
- Ensure that the views of bereaved parents inform all Sands campaigning activity
- Ensure Sands campaigns are integrated and organisation wide
- Build a core of committed campaign supporters, creating opportunities for all those involved with Sands to participate

#### *Public affairs*

- Develop and deliver Sands Influencing Strategy, working closely with colleagues across the organisation, to secure political change across the UK in support of Sands strategic objectives
- Build and maintain high level, effective relationships with politicians and key political influencers across the UK
- Work with colleagues in the Research and Prevention and the Improving Bereavement Care teams to identify the key policy changes needed in support of our strategic objectives and work to further these with national governments
- Advise on, and respond to, political issues and developments, and ensure legal and regulatory compliance in relation to Sands political activity
- Create and maintain public affairs resources for use across Sands, building staff awareness and capacity

#### *Communication and awareness raising*

- Represent Sands to external audiences, including at Parliamentary events, professional networks, conferences, coalitions and influential forums
- Working with colleagues across Sands to ensure that our evidence base, including the voice of bereaved parents, drives our public messaging

- Work with the Communications Team to support the production of press releases, responses to media enquiries (including social media) and act as a spokesperson on relevant issues

*General*

- Manage external suppliers as required
- Undertake any other tasks and responsibilities as reasonably required by the Director of Research, Education and Policy, Chief Executive and Board of Trustees
- Liaise regularly with other Sands departments/teams and keep up to date with what they are doing, working flexibly across the organisation
- Occasional evening/weekend working is likely
- Promote the Sands vision and values at all times

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

# Person Specification

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Importance	Criteria	Assessment
Essential	A track record of successfully influencing public policy and political agendas	Application & Interview
Essential	Proven ability in the use of a range of public affairs approaches and in delivering political events	Application & Interview
Essential	Experience of delivering impactful campaigns working in coalition with partner organisations	Application & Interview
Essential	Experience of building a committed campaign supporter base	Application and Interview
Essential	Proven ability of establishing and maintaining high level, productive relationships with senior politicians and influencers	Application & Interview
Essential	Excellent interpersonal skills to lead and inspire colleagues and deliver successful cross-organisational projects	Application & Interview
Essential	Excellent organisation and strategic planning skills to respond quickly and professionally to the demands of fast moving political, policy and media agendas	Application & Interview
Essential	Ability to create and maintain strategic alliances externally	Application & Interview
Essential	An understanding of, and empathy with, bereaved parents needs and with Sands and its aims	Application & Interview
Essential	Ability to absorb and understand complex issues and communicate effectively to political, public and professional audiences	Application & Interview
Essential	An understanding of relevant lobbying legislation and application across the devolved nations of the UK	Application & Interview
Essential	Excellent understanding and championing of diversity issues	Application & Interview
Essential	Good work planning, budgeting and time management skills	Application & Interview
Essential	Degree level qualification or equivalent	Application
Desirable	A good knowledge of the NHS structure and organisation in general, and of maternity services in particular	Application
Desirable	Experience of using a range of IT packages	Application
Desirable	Ability to monitor and maintain own standards	Application & Interview