

Sands Application Information

Digital Engagement Lead

May 2019

About Sands

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 health care 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 and funds 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.

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

Sands is looking for a Digital Engagement Lead to oversee and champion all digital engagement across the charity, and to be our digital change agent. This exciting and pivotal role will help to drive Sands' digital transformation to enable us to reach more people affected by baby loss and engage with potential supporters or fundraisers.

This is a high-profile and crucial role which will ensure effective delivery and evaluation of all Sands' digital activities including websites, social media and various projects. The role will also significantly contribute towards Sands' commitment to increasing income via digital fundraising campaigns and helping to support more bereaved families wherever and whenever they need it.

With significant experience of web content management systems (particularly Drupal), you will be fluent in the use of social media and related platforms. As a highly experienced and passionate digital communications professional, you will be able to demonstrate your ability to develop and implement digital strategy and driving change.

A highly effective verbal and written communicator, you will be able to write engaging copy, have good editorial skills and have experience of working with outside agencies.

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 **5th June 2019**

Interview Date: **w/c 10th June 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

Job Title:	Digital Engagement Lead
Responsible to:	Engagement Manager
Department:	Communications
Location:	Victoria Charity Centre, 11 Belgrave Road, London SW1V 1RB
Contract:	Full time permanent
Salary:	£31,658 per annum plus £3,417 per annum London Weighting Allowance
Hours:	35 hours per week (9.30am to 5.30pm)

Main Purpose of Job:

A strategic, tactical and operational role in Sands, the Digital Engagement Lead will oversee and champion all digital engagement across the organisation and be the charity's digital change agent, helping to drive digital transformation so that we can reach more people affected by baby loss and engage anyone who can support us with their time, money, voice or networks.

The role will manage a digital media agency and support the Engagement Manager in developing and delivering an engagement strategy with digital at its heart. This exciting and pivotal role will also be crucial to ensuring effective delivery and evaluation of all digital activities, including websites, online marketing, online engagement, social media, e-commerce, digital fundraising, AV, SMS and various digital projects, all geared towards achieving greater awareness, cut through messaging and income generation.

In collaboration with fundraising team members, the Digital Engagement Lead will be responsible for helping to generate £500,000 + from digital sources as part of the charity's overall commitment to increasing income through digital fundraising campaigns using the latest techniques and platforms.

In conjunction with other team members from across the organisation, you will use your creativity to devise and deliver a compelling content plan for all digital platforms and channels, provide tactical solutions, actively engage our online audiences and provide evaluation and insights into Sands digital engagement activity. Crucially you will bring new ideas and digital opportunities to Sands and horizon scan for the latest digital trends.

Key Responsibilities

- In collaboration with the Engagement Manager and teams across the organisation, develop and implement a digital engagement strategy, including online marketing and search engine optimisation across all of our online content

- Generate awareness of Sands and baby loss issues and drive traffic to online and offline resources and activities through digital communications
- Monitor and steer development of content strategy and engagement strategies, including managing a budget for each new project or initiative
- Using creative, social media and digital skills, drive the design and development of new digital solutions to support a variety of campaigns, marketing and income generation initiatives, events and services
- Develop strategies, tools and applications to increase supporter conversion, engagement and retention, using a thorough understanding of our audience
- Analyse, evaluate and report on digital engagement activity to senior management and for the purposes of driving knowledge and digital transformation and develop a programme of continual digital testing
- Ensure corporate identity is adhered to online and all legal requirements are met, while working towards accessibility in all content across a range of devices
- Keep abreast of development in the digital arena, identify new digital and social media opportunities and be a digital change agent for the charity
- Create engaging and relevant digital content to engage, inspire and inform audiences, working with other members of communications team and across the organisation to provide trusted, interesting, informative and personalised online content
- Responsible for growing and consolidating Sands' online presence, particularly the Sands website, social media and Sands Community, in conjunction with other relevant staff members
- Jointly responsible for planning and delivery of income generation of £500,000 pa via digital platforms and technology ensuring giving to Sands digitally is seamless and there is a Sands digital option for all supporters

Website

- Responsible for managing Sands websites and their content using Drupal and WordPress ensuring regular development and updates to functionality in order to improve digital experience, user journeys and accessibility
- Establish and implement digital content lifecycle and pipeline, proactively sourcing, writing and editing online content, ensuring accuracy and effective optimisation for search marketing; assist content contributions from staff and support copywriting when required
- Provide support and training for colleagues in other teams to help them in managing their digital content using the CMS and ensure adherence to the charity's social media style guidelines
- Support other teams to integrate the Sands website and social media activity into their work
- Provide integration of digital media with the website, including developing and producing podcasts, webinars, audio/video and imagery. Build relationships and work effectively with colleagues to develop appropriate web content to promote the organisation and to implement the use of new digital and social media

Social media

- Develop and optimise digital and social media outputs, including text, images, video and audio to reach target audiences as part of larger campaigns which require coordination with other teams in the organisation

- Monitor social media channels and respond to day to day queries, and use this experience to identify new opportunities in digital outreach
- Responsibility for regular updates on the charity's Facebook, Twitter, Instagram and LinkedIn pages and ensuring posts are thoughtful, relevant, in line with brand guidelines and strategic objectives, ensuring maximum reach and impact
- Lead on establishing Sands online video presence on YouTube and any new social media accounts Be the first point of contact for questions/comments on social media platforms and responding in a timely fashion and coordinating social media schedule and rota

Analytics & Monitoring

- Use key performance indicators to regularly review and analyse digital and social media activity and use the insight to improve user journeys and digital experience for key audiences
- Manage Google Analytics, Google Ads and other social and display advertising services.
- Use analytic tools to report on social media and web performance, supporting evaluation, development and promotion of Sands digital presence and any specific campaigns
- Represent the department at relevant internal and external meetings

Relationships

- Work with web development, IT and other third party providers on technical issues
- Manage relationships with digital suppliers/agencies

General

- Participate as an active member of the Communications team, working in collaboration with colleagues in other departments to deliver charity's strategic objectives.
- Provide cover for the press office where necessary
- To undertake other duties as required by the Director of Fundraising, Communications & Engagement, Engagement Manager and Board of Trustees from time to time
- To work flexibly with other members of the team
- 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

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

Person Specification

Importance	Criteria	Assessment
Essential	Substantial experience in a similar role	Application and interview
Essential	Excellent experience of web content management systems (preferably Drupal)	Application and interview
Essential	Excellent knowledge and experience of social media platforms including Facebook, Twitter, Instagram and related platforms such as Storify	Application and interview
Essential	Experience of developing and implementing digital strategy and driving digital change	Test, application and interview
Essential	Excellent attention to detail and ability to be meticulous in work	Application and interview
Essential	Ability to write engaging copy and good editorial skills	Application and interview
Essential	Experience of working with outside agencies	Application & Interview
Essential	Design skills and basic HTML knowledge	Application and interview
Essential	Experience of online marketing and e-newsletter distribution	Application and interview
Essential	Knowledge of how a press office works and ability to work with the media	Application and interview
Essential	Good interpersonal skills and ability to work as part of a team, deputising where appropriate	Application and interview
Essential	Strong organisational skills	Application and interview
Essential	Ability to work occasional evenings and weekends and to undertake occasional travel throughout the UK	Application and interview
Desirable	Knowledge of digital campaigning and related online platforms and software	Application and interview
Desirable	An understanding of maternity, health care policy and practice across the UK	Application and interview
Essential	Empathy with Sands and its aims	Application and interview