

Sands
Application Information

**Community Engagement & Supporter
Events Officer**

June 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 recruiting a Community Engagement & Supporter Events Officer to assist in the promotion, organisation and delivery of wide range of events and community activities to enable us to grow our supporter base.

In this exciting and varied role, you will help to research and identify new opportunities for Sands fundraising events, assist with the recruitment of new volunteers and develop our supporter base for events such as the London Marathon, Great North Run and London to Brighton cycle ride.

The post-holder will develop and build positive relationships with groups of Sands volunteers and other community groups, as well as ensuring delivery of a world class supporter experience to enable our fundraisers meet and exceed their targets, and to ensure that Sands continuously appeals to a wide range of new and existing audiences in order to maximise engagement and income.

With significant experience of developing and growing fundraising income streams, you will have relevant experience of organising and promoting challenge events within the charity sector. You will have a demonstrable track record in developing and maintaining positive donor journeys specifically in relation to challenge event fundraising. A highly effective communicator, you will have excellent copywriting skills and be confident in the use of social media.

With strong IT skills, you will have experience of recruiting a range of volunteers to provide support at events. You will need to be highly organised and be able to meet set deadlines and targets, to be able to produce a high standard of work even when under pressure. A real team-player, you will have a highly flexible and pro-active approach.

This is a rewarding role which offers a fantastic opportunity to make a real difference to the work 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 **7th July 2019**

Interview Date: **18th July 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:	Community Engagement & Supporter Events Officer
Responsible to:	Senior Community Engagement & Supporter Events Officer
Location:	Victoria Charity Centre, 11 Belgrave Road, London, SW1V 1RB
Contract:	Permanent
Hours:	Full Time – 35 Hours per Week (9.30am – 5.30pm, with a 1 hour unpaid lunch break)
Salary:	£26,532 - £31,557 per annum including London Weighting

This role will suit someone who is proactive, highly organised and a good communicator with the drive, passion and to develop their skills in fundraising.

This post is office based at Sands Head Office in Victoria, London and the candidate must possess a willingness to travel throughout the UK. Occasionally, there will be the need to work at weekends or during evenings, for which time off in lieu will be given. 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 assisting in driving the promotion, organisation and delivery of a wide range of events and community activities to grow Sands' fundraising income and the supporter base of the charity.

An exciting and varied role, you will help to support the growth of the charities team of committed challenge and mass participation event fundraisers across the UK and oversees as well as help to recruit new volunteers and develop and grow our supporter base for multiple events including the Virgin Money London Marathon, Great North Run, other promoted national and regional events and our own bespoke range of core events.

You will be instrumental in developing and building positive relationships with Sands Volunteer groups and other community groups to enhance fundraising. You will ensure delivery of a world class 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

- Provide support to the Senior Community Engagement & Supporter Events Officer in the management, promotion and organisation of all Sands current CAP events including the London Marathon, Great North Run, Great South Run, Great Manchester, the Big Fun Run series, London to Brighton Cycle, Tough Mudder events as well as identifying potentially new events Sands may promote.
- Help research and identify new opportunities for Sands fundraising to help identify new opportunities for events and experiential activities to ensure we continually appeal to a wide range of new and existing audiences and maximise engagement and income.
- Act a main point of contact for supporters applying for CAP and challenge events, providing administrative and other support to line manager.
- Lead on acknowledging and thanking the challenge teams collectively, particularly via social media and obtain regular feedback to enable continual improvement of the fundraiser journey.
- Deliver world class stewardship plans which maintain engagement with events and the Sands cause and ensures every one of our participants feel valued, thanked and inspired to continue their support.
- Manage the events section of Sands website ensuring events and challenge series are up-to-date.
- Help to identify new supporters and encourage them and existing Sands supporters to sign up to our series of challenge events to maximise the potential raised for Sands through a variety of communications.
- Assist the Senior Community Engagement & Supporter Events Officer to organise a successful Cheering Point and post-race Reception for London Marathon fundraisers and their supporters.
- Support the Senior Community Engagement & Supporter Events Officer to recruit a range of suitable volunteers to support at challenge events and supervise volunteers at challenge events as required.
- Assist with the development and organisation of new fundraising incentives and partnerships for Sands running and challenge events and event-led initiatives including Sands' annual awareness events.
- Work with Senior Community Engagement & Supporter Events Officer to develop bespoke and annual fundraising initiatives (e.g. Bake4Sands).
- Help to achieve a running and challenge events income of c. £800k.
- Build and maintain strong and mutually beneficial relationships with all Sands community groups and organisations.

General

- Support organisations, groups and individuals to hold events and activities and ensure they abide by appropriate terms and conditions.
- In collaboration with the Engagement function, prepare communications to reach a wide range of potential and current supporters through a variety of media.
- Ensure a learning cycle approach and capture learning direct from supporters through a range of methods and channels, at events and through contributing to the production of the annual supporter experience survey.
- Maintain efficient records of supporters on thankQ CRM system.
- Attend events, as necessary, sometimes outside normal working hours, on weekends etc.
- Work with Engagement function to produce branded fundraising resources, from conception to completion.
- 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.
- Proactively build strong relationships with internal stakeholders, involving them in positive ways to ensure long term positive outcomes.
- Undertake other duties as required
- Take an active role in monthly Fundraising & Communications Team meetings.
- 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

<p>Critical Skills</p> <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) • Good financial literacy with regards to income processing • Excellent social media skills • Excellent copywriting skills
<p>Other Skills and Experience required</p> <ul style="list-style-type: none"> • Strong IT skills including the use of basic software (thankQ desirable) • Experience of recruiting a range of volunteers to support at events • Budget management experience (desirable) • An understanding of maternity, health care policy and practice across the UK (desirable) • Knowledge of the Institute of Fundraising codes of best practice • Knowledge of the legal requirements relating to general fundraising
<p>Competencies</p> <ul style="list-style-type: none"> • 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)
<p>Personal Qualities</p> <ul style="list-style-type: none"> • Mature, confident and enthusiastic attitude • Ability to empathise and be sensitive in difficult circumstances • Willingness to learn and use initiative • Able to work under pressure and to targets/timeframe • Creative, flexible character and a generator of ideas • Excellent attention to detail and planning and organisational skills • A team player
<p>Qualifications required</p> <ul style="list-style-type: none"> • Recognised Fundraising qualification (desirable)