

Sands
Application Information

**Senior Digital Community Officer
(1 Year Fixed-Term Contract)**

June 2022

About Sands

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

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 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 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.

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 is recruiting a Senior Digital Community Officer to manage the delivery and stewardship of our growing digital fundraising events programme, which currently raises over £2 million for Sands.

This is an exciting time to join Sands as we are in a period of ambitious growth. This role will make a valuable contribution to Sands' fundraising strategy, and will help to test and deliver new initiatives and opportunities within digital fundraising.

You will be responsible for the management of our online fundraising communities, work with third party agencies on the implementation of new and existing activities, support the innovation pipeline in this area as well as help improve our stewardship processes.

Additionally, the duties of the role include developing and building positive relationships with a range of stakeholders to ensure activities succeed and to achieve their full potential.

With relevant experience of digital fundraising, you will be able to demonstrate a good understanding of social media's role within this function.

A highly effective all-round communicator, you will have excellent copywriting and storytelling skills. You will be highly-organised and be able to produce demonstrate considerable attention to detail whilst working to tight deadlines.

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: 3rd July 2022

Interview Date: w/c 11th July 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

Job Title:	Senior Digital Community Officer
Responsible to:	Community Supporter Engagement Manager
Location:	Home Address
Contract:	1 Year Fixed-Term Contract
Salary:	£39,919 per annum plus £312 per Home Worker Allowance
Hours:	35 hours per week. Many of our staff work flexible hours, and flexible working is always considered.

A willingness to travel within the UK when required. 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:

Working as part of the Community and Events team, you will be responsible for driving the promotion and delivery of a wide range of digital fundraising events, as well as managing the online communities for these activities. You will help engage the supporters within these communities across multiple channels, with a particular focus on social media, to grow Sands' fundraising income and the number of active supporters that Sands has.

You will play a key role in managing our existing digital fundraising events programme as well as work with the Community Supporter Engagement Manager on our innovation pipeline. This will involve exploring new opportunities within this area that will enhance existing supporters experience and engage new audiences with Sands. You will build positive relationships with these audiences and ensure delivery of a world class supporter experience, helping supporters reach and exceed their fundraising targets, ensuring their continued support and that their lifetime value is maximised.

Main Responsibilities

- Manage Sands' digital fundraising events portfolio to ensure that each event is delivered on time and achieves its full potential both in terms of reach and funds raised.
- Work on the development of products within our innovation pipeline such as Gaming for Good and our 100 day rolling series challenge, looking at ways to maximise the opportunities, and capturing learnings that will inform future testing.

- Work with the Income and Engagement team to deliver our digital fundraising events, ensuring that timescales are in place and that activities are briefed accordingly.
- Work in collaboration with third party agencies and suppliers who support our digital fundraising activities through moderation, concept implementation, and support communication to our Meta audiences.
- Support the Community Supporter Engagement Manager with the onward journey of our Meta audiences, testing opportunities to upsell other activities to engage and support Sands.
- Manage the Virtual Fundraising Officer and provide additional support managing our Facebook Communities and incoming queries at busy times.
- Create engaging content to be used across multiple channels that inspires supporters and is empathetic to those who have been affected by the loss of a baby.
- Deliver world class stewardship plans which maintain engagement with the work of Sands and ensure every one of our supporters feel valued, thanked and inspired to continue their support.
- Develop a marketing plan for Sands' digital fundraising activities that will appeal to warm audiences and attract new supporters.
- Manage related budgets, ensuring that income is on track and achieved, and that spend results in good ROI.
- Produce regular reports on activities, identifying any risks and mitigating actions to be taken.
- Work with the Community Supporter Engagement Manager to identify new opportunities and resources for generating funds and have a willingness to explore and develop these.
- Maintain efficient records of supporters on thankQ CRM system
- Capture and identify real life and story-telling opportunities and using these where appropriate in communication to demonstrate the impact of Sands work.
- Attend Sands related events, as necessary, sometimes outside normal working hours.
- Work with the Senior Community Supporter Engagement Officer to manage the Get Involved section of Sands website ensuring fundraising activities are up to date and that content is engaging, inspiring and connects a supporter with the impact they could make.
- Actively seek stakeholder involvement, engagement and feedback to help review and inform the development of future work.
- Proactively build strong relationships with internal stakeholders, involving them in positive ways to ensure long term positive outcomes.

General

- Undertake other duties as required by the Community Supporter Engagement Manager and Assistant Director of Fundraising and Communications, from time to time.
- Take an active role in monthly Income and Engagement 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.
- Participate in monthly 1:1s, annual appraisal and personal development review.
- Promote the Sands vision and values

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

Person Specification

Critical Skills
<ul style="list-style-type: none"> • Relevant experience in a similar role with responsibility for generating fundraising income across digital channels • Experienced in managing Meta fundraising activities and managing the online community groups that form with these • Experience of developing and maintaining positive donor journeys and increasing supporters lifetime value • Excellent copywriting and storytelling skills • Excellent communication skills and ability to work with a variety of Stakeholders • Financial literacy with regards to income processing • Social media skills
Other Skills and Experience required
<ul style="list-style-type: none"> • Strong IT skills including the use of basic software • 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)
Competencies
<ul style="list-style-type: none"> • Strong IT skills including the use of basic software (ThankQ desirable) • Excellent attention to detail • 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)
Qualifications required
<ul style="list-style-type: none"> • Have significant experience of working in a similar role (essential) • Certificate in Fundraising (desirable)