



Sands Application Information

Bereavement Care Resources Officer

June 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 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.

Saving babies' lives. Supporting bereaved families.

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.

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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.

Adoption Pay

Staff on adoption leave are paid their full salary for the first 26 weeks of their period of leave.

Volunteering Leave

Staff can take 2 days of paid leave per year to volunteer for another charity

Staff Reward and Recognition Scheme

All Staff can participate in a monthly Reward and Recognition Scheme

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.

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About the role

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.

We are looking for a collaborative and enthusiastic Bereavement Care Resources Officer to help us deliver Sands' aim of improving the quality and consistency of the bereavement care provided by professionals after pregnancy loss or the death of a baby.

This is an interesting and high-profile role which exists to ensure that staff in hospitals and other settings providing bereavement care have access to the best possible resources, as well as updating and promoting Sands' bereavement care resources plus embedding bereavement care standards into key national frameworks such as NICE guidelines.

You will have an in-depth knowledge of the current practice, policy and guidelines in healthcare and bereavement, as well as experience of creating and updating guidance materials and written resources which remain responsive to the changing needs of internal and external stakeholders.

Additionally, you will be a great communicator with excellent interpersonal skills with the ability to reach out to, and engage with, diverse communities.

With a highly organised approach, you will have demonstrable experience of successfully managing and co-ordinating projects including the reporting, monitoring and measuring of outputs and impact.

In addition to the above, you will be able to absorb and understand complex issues and communicate them effectively to public and professional audiences.

A good knowledge of NHS maternity and neonatal services, guidelines and systems will be advantageous.

Please note that the starting date for this role will be 1st October 2025.

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 : **Wednesday 18 June 9am**

Interview Dates: **Tuesday 24 or Wednesday 25 June via MS Teams**

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

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Job Description

Job Title:	Bereavement Care Resources Officer
Responsible to:	Head of Bereavement Care & Hospital Liaison
Location:	Home based with occasional travel. Sands has a small London office where staff can base themselves if preferred.
Contract:	Permanent
Salary:	£34,424 per annum plus £312 Home Working Allowance per annum.
Hours:	35 hours per week – Full Time

Overall job purpose:

To support Sands' aim of improving the quality and consistency of the bereavement care provided by professionals after pregnancy loss or the death of a baby

Key Responsibilities:

1. Ensure that staff in hospitals and other settings providing bereavement care have access to the best possible resources, by creating a repository of up-to-date tools and resources.
2. Regularly update Sands' Bereavement Care Guidance (including National Bereavement Care Pathways), as appropriate to each nation and ensuring these are inclusive to support the diverse experiences of bereaved parents and families.
3. Disseminate and promote bereavement care resources, making sure they reach a wide audience, for example through developing web content and digitising resources and guidance materials.
4. Embed bereavement care standards into key national frameworks such as inspection frameworks, NICE guidelines, NHS standards, workforce professional standards e.g. Nursing & Midwifery Council standards and those promoted by relevant Royal Colleges.
5. Create tools to support monitoring the impact of bereavement care.

Principle tasks:

1. *Ensure that staff in hospitals and other settings providing bereavement care have access to the best possible resources, by creating a repository of up-to-date tools*

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- Create and maintain a central repository of bereavement care resources available to healthcare professionals. For example, creating new toolkit modules to support the implementation of bereavement care standards in hospitals, developing leadership materials, and working with under-represented groups.
 - Liaise with the Sands' partners to collate new and existing materials
 - Work with Sands volunteers to understand local and national needs
 - Liaise with parents and professionals to ensure resources are up-to-date, evidence based and relevant
 - Work with internal and external suppliers e.g. Communications & Engagement Team, designers and publishers to ensure resources are of a high standard
2. *Regularly update Sands' Bereavement Care Guidance (including NBCP pathways), as appropriate to each nation and ensuring these are inclusive.*
- Regularly update the NBCP pathway materials to reflect best practice in the field, liaising with partners and professionals alike
 - Working with relevant experts, create content for blogs, video and audio content
 - In conjunction with the Sands Communications & Engagement team, co-ordinate the development of a series of blogs, video and audio content
 - Organise and run relevant in-person or on-line discussion groups with healthcare professionals and bereaved parents to develop these products
 - Report on uptake and usage of resources
3. *Disseminate and promote resources, making sure they reach a wide audience, for example through developing web content and digitising resources and pathway materials.*
- Disseminate resources through Sands' existing networks of healthcare professionals, volunteers and parents as appropriate
 - Share activity via social media channels, regularly updating pages on the Sands and NBCP websites
 - Work with the Hospital Liaison Volunteer Team to ensure bereavement care resources are promoted and disseminated to healthcare professionals throughout the UK
 - Support the digitisation of existing and new pathway guidance materials
4. *Embed bereavement care standards into key national frameworks such as Care Quality Commission inspection frameworks, NICE guidelines, NHS standards, workforce professional standards e.g. Nursing & Midwifery Council standards and those promoted by relevant Royal Colleges.*
- Scan national bereavement care policy to understand potential opportunities for embedding NBCP standards

- Working with the Head of Bereavement Care and Hospital Liaison and partner organisations, develop relevant initiatives which support the embedding of excellent bereavement care standards at the national level
- Support the running of in-person and online workshops and networks of good practice

5. *Create tools to support monitoring the impact of bereavement care.*

- Support the development of reporting processes which measure the NBCP's impact for bereaved parents and families, ensuring that this impact is built in to reporting systems
- Evidence the effectiveness and impact of tools and resources on front-line practice

6. *General tasks*

- Support the continued roll out and development of the National Bereavement Care Pathway (NBCP) across all four nations
- Support the development of a successful Hospital Liaison Volunteer programme
- Work collaboratively with other Sands departments/teams, keeping each other updated on progress
- Work flexibly with other members of staff and the volunteer network, which may involve occasional evening/weekend working and travel within the UK
- Promote the Sands vision and values at all times, clearly representing the views and positions of Sands distinct from any personal opinion
- Maintain a high level of confidentiality and professional conduct
- Abide by all Sands policies and procedures
- Undertake all mandatory training as required
- Undertake any other tasks and responsibilities commensurate with the role as required by the Head of Bereavement Care & Hospital Liaison and Director of Research, Education and Policy

Person Specification

Skills/Experience		
Importance	Criteria	Assessment
1. Essential	Knowledge of the current practice, policy and guidelines in healthcare and bereavement care	Application and Interview
2. Essential	Experience of creating and updating guidance materials and written resources	Application and Interview
3. Essential	Experience of creating high quality tools and resources which remain responsive to the changing needs of internal and external stakeholders	Application and Interview
4. Essential	Experience of evidencing project success, including reporting, monitoring and measuring of outputs and impact	Application and interview
5. Essential	Excellent verbal and written communication skills with experience of drafting reports, newsletters and digital content	Application and interview
6. Essential	Ability to absorb and understand complex issues and communicate them effectively to public and professional audiences	Application and interview
7. Essential	Proven ability in establishing and maintaining productive relationships with a wide variety of internal and external stakeholders working in a collaborative and inclusive way	Application and interview
8. Essential	Experience of successfully managing / co-ordinating projects	Application and interview
9. Desirable	Ability to collate and analyse data effectively	Application and Interview
10. Desirable	Knowledge of NHS maternity and neonatal services, guidelines and systems	Application and Interview

Behavioural competencies		
Importance	Criteria	Assessment
11. Essential	A 'hands on', people person with a positive, warm style, who can support and motivate people to engage with projects with positive outcomes	Application and Interview
12. Essential	Diplomacy and the ability to discuss challenging issues in a sensitive way	Application and Interview
13. Essential	Highly organised with the ability to cope with demanding situations and work to tight deadlines	Application and Interview
14. Essential	A demonstrable commitment to and empathy with Sands' aims and comfortable working within a bereavement environment	Application and Interview
15. Essential	Able to maintain a high level of confidentiality regarding sensitive information	Application and Interview
16. Essential	Excellent verbal and written communication skills with the ability to reach out to, and engage with, diverse communities	Application and Interview
17. Essential	Excellent understanding and advocacy of issues relating to equality, diversity and inclusion	Application and interview
18. Essential	An understanding of and empathy with the issues surrounding the death of a baby, for professionals, parents and families	Application and interview