



# Sands

## Application Information

### **Bereavement Support Lead (Digital)**

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June 2025

# About Sands

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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](http://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

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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 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

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Sands offers support to anyone affected by the death of a baby.

Our Bereavement Support Services team provides a wide range of services including a freephone Helpline, Online Community, Social Media support, memory making resources and print materials in order to provide consistent, high-quality information and support to bereaved families.

In this role you will provide operational and line management support so that the team can provide consistent, high-quality emotional support to bereaved families who seek support from Sands, as well as supervising the work of the Bereavement Support Officers whilst working on a rota basis. You will have expertise in developing and providing support in digital spaces and the ability to inspire the team to develop work in this area. You will also personally provide support to families via our various bereavement support channels.

The Sands Helpline is currently open from 10.00am to 3.00pm from Monday to Friday, and also between 6.00pm and 9.00pm on Tuesdays, Wednesdays and Thursdays. You will be expected to work regular shifts on a rota basis.

With significant experience of managing a team responding to people in crisis and providing bereavement-centred support in a variety of settings and channels, you will be able to demonstrate a sound understanding of and empathy with, the issues surrounding the death of a baby.

You will have excellent verbal and written communication skills and be able to use these appropriately to offer telephone, email and digital support to bereaved families.

The ability to professionally represent the charity's views and positions clearly is essential, as are strong research skills and the ability to keep accurate and clear records in a variety of formats. Additionally, you will have a thorough understanding of confidentiality and safeguarding issues.

You will be highly organised and have effective time management skills with the ability to manage your own workload. The ability to reflect on your own practice and attend regular accredited clinical supervision is also essential.

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## 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).

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 :**     **22<sup>nd</sup> June 2025**

**Interview Dates:**                      **8<sup>th</sup> and 10<sup>th</sup> July 2025**

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

# Job Description

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<b>Job Title:</b>	Bereavement Support Lead (Digital)
<b>Responsible to:</b>	Head of Bereavement Support Services
<b>Location:</b>	Home-based, with occasional travel within the UK
<b>Contract:</b>	Permanent
<b>Salary:</b>	£25,655 per annum (£34,535 FTE) plus £232 Home Working Allowance per annum (£312 FTE).
<b>Hours:</b>	26 hours per week

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## Main Purpose of Job:

This is a rewarding and key role in the Bereavement Support Services team. The team provides a wide range of services, including the Helpline, Online Community, memory making, and print materials.

The aim of this post is to provide operational and line management so that the BSS team can provide consistent, high-quality emotional support to bereaved families who seek support from Sands, as well as supervising the work of the Bereavement Support Officers on the frontline. As our digital support continues to grow and develop, we are looking for someone to support and inspire the team in this expanding area, working closely with Sands' Bereavement Support Digital Coordinator.

The Bereavement Support Services Team offers 1-2-1 support via telephone, email and other digital channels, and is usually open from 10-3 from Monday to Friday and 6-9pm from Tuesday to Thursday with occasional extended opening hours. Support is also available through digital channels; our Online Community, direct messenger on Instagram and Facebook and various closed groups on Facebook which need to be regularly monitored and moderated to provide a safe, user-led space accessible to all. In future a wider range of channels may be used.

There are three Bereavement Support Leads (BSLs) including this post holder, and between them they are expected to cover all regular opening hours on a rota basis. Each shift will start 30 minutes before the helpline opens and end 30 minutes after the helpline closes, and BSLs will divide up the week in order to be present during shifts and ensure at least one BSL or the Head of BSS is available to the team 9am-4pm Monday to Friday and 5.30pm-9.30pm Tuesday to Thursday for safeguarding and general support.

The role will be split between operational management of the BSS team, line management of BSSOs, supporting and contributing to other strands of bereavement support work, as well as some direct work on all of the support channels.

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## **Key Responsibilities**

### **General Bereavement Support Lead responsibilities**

- Develop excellent key working relationships across the BSS team and within the larger team which is Sands
- Be a 'hands on' manager, develop warm, empathic and trusting relationships with all bereavement support services staff, and support their growth and development.
- Work with HR to ensure that Sands meets its commitment to EEDI.
- Operational management, including team rotas and ensuring sickness cover.
- Line management of Bereavement Support Team staff.
- Oversee induction of new team members, taking an active role in recruitment and shaping the team.
- Facilitate team meetings and offer regular 1-1s with BSS staff.
- Attend regular reflective practice sessions as part of the programme of team meetings, to reflect on work and peer dynamics.
- Ensure relevant staff receive clinical supervision according to Sands' clinical supervision policy.
- Be the primary Safeguarding response for the team when on shift.
- Offer immediate, sensitive telephone, email and digital support to bereaved individuals and others who use the support channels.
- Work with the team and Head of BSS to ensure that the Helpline Partnerships accreditation standard is maintained.
- Support practice by taking opportunities for debriefing with BSSOs after calls.
- Support BSS staff on production of resources and other tasks outside direct support channels.
- Supporting other Sands' teams in responding to enquiries and requests which include a bereavement support element.



- Work closely with the Community and Volunteering team to support befrienders in the bereavement support which they need and offer to others.
- Participate in mutual call shadowing (listening in and being listened to) as arranged.
- Attend regular external clinical supervision sessions to reflect on work and (Sands will fund these sessions on a monthly basis).
- Input to and attend key external Bereavement Support events.
- Support the development of and attend away days.
- Attend training as identified and participate in the development of the team's skills.
- Contribute to the ongoing review and development of bereavement support materials, website copy and support channels.
- Document key information from calls and emails and assist the Head of Bereavement Support Services to collate information, identify patterns and demonstrate impact.
- Be prepared to travel to meet with BSS staff who work across the UK.
- In exceptional circumstances be prepared to be available to BSS staff via phone contact outside of working hours to help deal with emergency contacts.
- Any other duties as commensurate with the role.

#### **Specific Digital responsibilities**

- Development of bereavement support services in digital spaces, in collaboration with the Digital Coordinator and Head of BSS.
- Collaborate on providing responses through all Sands' digital support channels as needed.
- Engage in social media campaigns from a Bereavement Support angle, interacting with users to moderate content.
- Working with Digital Coordinator on data collection and statistics to demonstrate impact and inform service growth.

# Person Specification

Importance	Criteria
Essential	Demonstrate an understanding of and empathy with the issues surrounding the death of a baby
Essential	Proven ability to support others around issues of bereavement
Essential	Experience of managing a team
Essential	A warm, supportive and boundaried line management style
Essential	Experience of identifying, planning and developing digital support spaces from inception to completion
Essential	Experience in managing psychological or emotional support in digital spaces
Essential	The ability to inspire and support the wider team around digital work, alongside the Digital Support Coordinator
Essential	Demonstrate compassion for others and a non-judgemental attitude
Essential	Evidence of professionalism and boundaries
Essential	Excellent verbal and written communication skills and ability to use these appropriately to offer telephone and email support to bereaved individuals and others contacting the helpline
Essential	Ability to represent professionally the views and positions of Sands clearly and distinctly from any personal opinions
Essential	Demonstrate the ability for accurate and up-to-date record keeping
Essential	Demonstrate skills to be able to identify and build opportunities for external relationships or signposting to other organisations
Essential	Able to manage own workload, be well organised and demonstrate strong time management skills
Essential	Demonstrate a reliable, positive attitude towards work
Essential	Demonstrate a willingness to lead and work well within a team
Essential	Prepared to reflect on own practice and attend regular clinical supervision
Essential	Willing to attend meetings as required
Essential	Willing to keep skills up to date and attend training as necessary

Essential	Willing to keep up to date with developments in bereavement support, safeguarding and other areas as necessary
Essential	Have access to a private space for receiving and returning calls
Desirable	Previous experience of bereavement support work
Desirable	Experience as a safeguarding lead
Desirable	A supervision qualification