



Sands  
Application Information

**Commercial Business Development  
Lead**

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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.

## 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.

## 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

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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.

We are recruiting a Commercial Business Development Lead to drive growth of Sands' partnerships programme. This is a new and exciting role requiring an ambitious and entrepreneurial individual, who will focus on securing commercial and strategic partnerships which maximise Sands' exclusive, new and emerging opportunities. This includes our award-winning Sands United Football Club, the globally-recognised Baby Loss Awareness Week, our leadership in Saving Babies' Lives research and flagship UK-wide events such as Ribbon Run, Starlight Walk and others.

The postholder will be responsible for securing sector-leading, inspiring and memorable partnerships, including but not limited to multi-year collaborations, sponsorship and cause-related marketing. Demonstrable experience in working across sporting and/or event sponsorship is essential as well as in commercially-led partnerships including retail. The ability to collaborate strategically with those committed to social change is also required.

You will ensure there is an integrated approach across Sands' functions including other areas of fundraising, engagement, communications and events. This role therefore has a high level of responsibility for the management of internal and external senior relationships.

With a high level of business acumen to identify a robust pipeline, the postholder will seek out partners that align with Sands' vision, that will place us on the map as the go-to baby charity, thus increasing Sands' public profile via household brands and high-profile partnership activities.

The post-holder will be able to diversify prospects across different sectors and industries including mental health and wellbeing, health and beauty, groceries, high street retailers, home and leisure, transport, jewellery and commemoration.

You will be skilled at creating bespoke and engaging proposals that captures the interest, trust and needs of key decision-makers. An excellent communicator and influencer, you will also be a confident presenter and networker, with the ability to represent Sands externally and produce high-quality prospect research, reports and creative pitch material.

The ideal candidate will have demonstrable experience in cultivating high-level relationships with corporate partners and individuals across a range of engagement mechanisms – particularly working from home and online.

## 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 : 26<sup>th</sup> June 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>      | <b>Commercial Business Development Lead</b>                                          |
| <b>Responsible to:</b> | Head of Partnerships and Philanthropy                                                |
| <b>Location:</b>       | Home based with travel to London and UK when required                                |
| <b>Contract:</b>       | Permanent                                                                            |
| <b>Salary:</b>         | £27,000 per annum (£45,000 FTE) plus £187 Home Worker Allowance per annum (£312 FTE) |
| <b>Hours:</b>          | 21 hours per week                                                                    |

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## **Main Purpose of Job:**

- Securing commercial and strategic partnerships from companies at the level of £50,000 and above, by utilising high-quality pitching and acquisition tactics
- Developing a robust pipeline, conducting due diligence and cultivating opportunities for new partnerships and recognising opportunities for growth in existing portfolio
- Crafting and presenting appropriate propositions that align with prospects' objectives and Sands' strategic priorities, reflecting needs of unrestricted and restricted income
- Developing and implementing a yearly activity plan as part of the wider team to co-ordinate pitches, applications, reports and other activities to achieve targets

# Principal tasks and responsibilities

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## **Responsibilities include but are not limited to:**

- Leading prospect research and identify a robust, cross-industry pipeline, maintaining a broad spectrum of fundraising mechanisms including multi-year collaborations, sponsorship, and cause-related marketing
- Developing and implementing innovative partnership plans, paying particular attention to new markets and industries, and high profile brands to elevate brand profile of Sands
- Working alongside the Head of Partnerships & Philanthropy and Senior Leadership Team to develop bespoke proposals reflecting long-term needs of Sands, and recognising funding opportunities for products including Sands United Football Club, Sands' training and Saving Babies' Lives research
- Playing a significant role in delivering an ambitious Partnerships Strategy to meet or exceed our partnerships budgets year-on-year

- Expanding networks utilising opportunities such as Sands' board of trustees and existing partnerships, external events and business communities
- Developing engagement and cultivation opportunities with target audience groups and other high-value donors through tailored online and offline events, with particular attention to regional and national businesses
- Participating in collaborations with other charities in large scale partnerships, or in conjunction with projects and campaigns, such as Baby Loss Awareness Week
- Pitching, presenting and engaging with decision-makers to secure commitment
- Providing opportunities for cross-selling to other Sands target audiences, such as high-, mid-value donors and prospects, existing partners and trusts/foundations, events and individual giving, managed by other members of the team
- Working closely with other members of the team to increase partnership retention, identify growth areas and ensure delivery of high-quality stewardship, managed by Sands' wider Partnerships Team
- Support an elevated social media and e-comms engagement strategy to raise awareness of Sands' partnerships and opportunities, increase online presence within corporate target audience groups and showcase Sands' partnership successes
- In collaboration with the engagement team, developing high-quality assets that reflect organisational funding priorities, tailored in line with individual corporate approaches
- Assisting in forecasting and monthly reporting across a range of financial and non-financial KPIs in relation to corporate partnerships
- Undertaking due diligence, in line with Sands' ethical policy and robust vetting criteria, thereby protecting Sands' reputation and ensuring profitable returns on investment
- Keep abreast of key fundraising trends and issues and the regulatory environment around fundraising
- Updating and maintaining the database in line with General Data Protection Regulations
- Ensure the Code of Fundraising Practice is followed, as stipulated by the Fundraising Regulator and best practice is adhered to

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

# Person Specification

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| Skills/Experience |                                                                                                                                                                                                                   |                           |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| Importance        | Criteria                                                                                                                                                                                                          | Assessment                |
| 1. Essential      | Demonstrable ability to secure upwards of £50,000 partnerships, and multi-year support                                                                                                                            | Application and Interview |
| 2. Essential      | Considerable experience of managing corporate relationships across strategic partnerships, cause-related marketing and sponsorship                                                                                | Application and Interview |
| 3. Essential      | Confident communication skills with ability to absorb and understand complex issues and communicate them effectively and sensitively to cold audiences                                                            | Application and Interview |
| 4. Essential      | Excellent verbal and written communication skills including a high level of attention to detail, both written and oral, with experience of drafting proposals, presentations, creative assets and reports         | Application and interview |
| 5. Essential      | Excellent interpersonal skills including proven ability to build and maintain productive relationships with key influencers and stakeholders, including senior leaders and prospective high net-worth individuals | Application and interview |
| 6. Essential      | Exceptional organisational skills with experience of managing multiple tasks and prioritising effectively and ability and willingness to work as a team and to use own initiative                                 | Application and Interview |
| 7. Essential      | Proven experience in developing and maintaining budgets                                                                                                                                                           | Application and Interview |
| 8. Essential      | Computer literate and confident in using all MS Office software, knowledge of a Fundraising Database                                                                                                              | Application and Interview |

| Core Competencies |                                                                                                                                                   |                           |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| Importance        | Criteria                                                                                                                                          | Assessment                |
| 9. Essential      | Well organised with considerable attention to detail                                                                                              | Application and Interview |
| 10. Essential     | Able to work well in a team with the ability to support colleagues when required, as well as on your own initiative                               | Application and Interview |
| 11. Essential     | Have a flexible approach, and the ability to cope with demanding situations and work to tight deadlines                                           | Application and Interview |
| 12. Essential     | A demonstrable commitment to and empathy with Sands' aims and comfortable working within a bereavement environment and talking to bereaved people | Application and Interview |
| 13. Essential     | Able to maintain a high level of confidentiality regarding sensitive and confidential information                                                 | Application and Interview |
| 14. Desirable     | Able to work occasional evenings and weekends and to undertake occasional travel throughout the UK                                                | Application and Interview |