

# Sands

## Application Information

# Digital Engagement Officer (Web & Content)

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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 47 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 different 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.

# 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.

## 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.**

# 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.

The Digital Engagement Officer (Web & Content) will manage the day to day running and continuous improvement of Sands' websites, ensuring every page is accurate, accessible and on brand. In this exciting new role, you will work closely with the Digital Marketing & Engagement Manager and our external web agency to coordinate technical updates, troubleshoot CMS issues and track progress on support tickets.

Additionally, you will create and optimise web content that inspires, informs and converts by writing copy, sourcing stories and producing simple multimedia assets that resonate with Sands' priority audiences. You will support campaign landing pages, paid media tracking and monthly KPI reporting, translating data into actionable insights. This will involve working with colleagues across the organisation as part of project groups sharing expert knowledge from the communications and engagement team, and supporting colleagues to successfully make updates to website pages, following best practice guidelines and advice.

By championing best practice in SEO, accessibility and analytics, and by delivering training sessions for colleagues, the role ensures our web presence remains user centred, data driven and fully aligned with Sands' mission to save babies' lives and support bereaved families.

Experience of managing websites and CMS, including basic HTML/CSS fixes and troubleshooting is an essential requirement for this role.

You will be able to produce digital content including graphics or videos (e.g. Canva/CapCut) with the ability to support tracking setup using GA4, Tag Manager, and other analytics tools. Knowledge of SEO, accessibility (WCAG 2.1 AA), and user-centred content principles is also required.

Strong copywriting and proofreading skills for digital content are essential, as is experience of compiling and interpreting digital performance reports. A high level of project coordination skills with the ability to manage competing deadlines is also essential.

# 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: 6<sup>th</sup> July 2025**

**Interview Dates: w/c 14<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>	<b>Digital Engagement Officer (Web &amp; Content)</b>
<b>Responsible to:</b>	Digital Marketing & Engagement Manager
<b>Location:</b>	Home based with occasional travel
<b>Contract:</b>	1-Year Fixed Term Contract
<b>Salary:</b>	£32,000 per annum plus £312 Home Worker Allowance per annum
<b>Hours:</b>	35 hours per week

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## Key Responsibilities

- **Website oversight**
  - Oversee the website maintenance schedule with the external web agency, coordinating security patches, module updates and performance checks; test and sign off changes before they go live.
  - Implement approved front-end tweaks (copy, layout, HTML/CSS fixes) and support the agency on larger UX or functionality upgrades.
  - Provide first line CMS support for colleagues, troubleshoot issues, escalate tickets to the agency when needed and maintain clear documentation.
  - Manage agency workflow, log and track support tickets, monitor progress and keep accurate maintenance records.
- **Content creation & optimisation**
  - Write, edit and proof on brand web copy, meta tags, CTAs and basic multimedia; ensure all content meets accessibility, SEO and tone of voice standards.
  - Source case studies, imagery and stories by working with staff, volunteers and external contributors; manage permissions and file storage.
  - Produce simple graphics or short videos in Canva/CapCut to support pages, resource hubs and campaign landing pages.
  - Coordinate promotion of new campaigns, news and key features across the website, ensuring timely publication.
- **Campaign & acquisition support**
  - Build UTM tagged landing pages and monitor onsite conversion funnels for digital acquisition campaigns.

- Assist with the set-up and optimisation of Meta (Facebook/Instagram) ad campaigns, providing creative assets, tracking links and performance data to relevant teams.
  - **Tracking & analytics**
    - Support the integration, configuration and troubleshooting of tracking tools (GA4, Google Tag Manager, Google Search Console, Facebook CAPI, pixel tags, Civic CMP).
    - Compile monthly KPI dashboards, highlight trends, insights and actionable recommendations.
    - Develop advanced GA4 custom reports and segments to deepen understanding of audience behaviour.
  - **Training & knowledge sharing**
    - Support the development and delivery of tutorials, drop in sessions and written guides on CMS use, writing for the web, SEO, tracking and analytics reporting.
    - Mentor colleagues on best practice.
  - **Continuous improvement & innovation**
    - Stay abreast of emerging digital trends and technologies; propose and test new tools, formats and optimisation tactics for improved user experience and engagement.
    - Use data to identify opportunities to refine supporter journeys, enhance accessibility and increase conversions.
  - **Financial & administrative support**
    - Assist in preparing and reconciling monthly invoices and financial statements linked to digital platforms and paid media spend.
    - Track campaign budgets and flag variances to the Digital Marketing & Engagement Manager.
  - **General**
    - Work as part of the growing Communications and Engagement team, with an ongoing responsibility to support colleagues in the scheduling and management of organic and paid social media activity, including during peak campaign periods and to provide cover during staff absences such as annual leave.
    - Provide occasional out of hours web cover during major campaigns (e.g., BLAW, Sands Awareness Week) and step in for social media moderation when primary team members are on annual or sick leave, ensuring queries are managed and any issues escalated promptly.
    - Uphold Sands' values of compassion, collaboration, and learning while maintaining data privacy, security, and brand consistency across all digital outputs.
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## Skills & Competencies

- **Website & CMS expertise:** Solid experience managing and developing websites in a CMS, including:
  - Building new page templates, forms and resource hubs
  - Editing theme files and troubleshooting front-end issues with HTML5 and CSS3
  - Implementing responsive design best practice and cross browser testing
- **Analytics & reporting:** Strong GA4 skills - event setup, custom explorations and data interpretation - with competency in Google Tag Manager and Search Console.
- **SEO & optimisation:** Good working knowledge of on page and technical SEO, page speed optimisation and WCAG 2.1 AA accessibility standards.
- **Content & creative:** Excellent copywriting and editorial skills for supporter centric web content; basic design/video editing ability (Canva/CapCut).
- **Project coordination:** Proven ability to manage multiple projects, juggle competing deadlines and collaborate with internal and external stakeholders. Experience supporting user acceptance testing and coordinating user research sessions to inform content or functionality improvements.
- **Paid media support:** Familiarity with Meta Business Suite ad setup, tracking and optimisation; ability to supply assets, links and performance data to colleagues.
- **Emerging tech & AI:** Interest in - and practical use of - AI tools for content ideation, keyword research, and optimisation; willingness to champion new approaches across the team.
- **Project coordination:** Proven ability to manage multiple projects, juggle competing deadlines and collaborate with internal and external stakeholders.
- **Communication & training:** Confident communicator, able to translate technical concepts for nontechnical audiences and produce clear guidance materials.
- **Financial awareness:** Basic budgeting skills; ability to track spend against forecasts and reconcile invoices.
- **Mission alignment:** Empathy with Sands' mission and sensitivity toward bereaved parents and families; commitment to delivering inclusive and compassionate digital experiences.

*This job description is not contractual and may change over time*

# Person Specification

Skills and Experience	Essential or Desirable
Experience managing websites and CMS, including basic HTML/CSS fixes and troubleshooting	Essential
Strong copywriting and proofreading skills for digital content	Essential
Experience producing digital content including graphics or videos (e.g. Canva/CapCut)	Essential
Knowledge of SEO, accessibility (WCAG 2.1 AA), and user-centred content principles	Essential
Ability to support tracking setup using GA4, Tag Manager, and other analytics tools	Essential
Experience compiling and interpreting digital performance reports	Essential
Good project coordination skills and ability to manage competing deadlines	Essential
Excellent communication skills and ability to explain digital concepts to non-specialists	Essential
Empathy with bereaved families and alignment with Sands' mission	Essential
Experience working with external agencies or freelancers on digital projects	Essential
Ability to manage and prioritise multiple digital tasks in a fast-paced environment	Essential
Strong attention to detail when publishing, proofreading, or testing content	Essential
Familiarity with web accessibility legislation and digital inclusion principles	Essential
Ability to follow brand, tone of voice, and style guidelines consistently	Essential
Basic understanding of information security, data protection, and GDPR in a digital context	Essential
Experience supporting social media scheduling and coordination	Desirable
Experience supporting user acceptance testing and organising user research sessions	Desirable
Familiarity with Meta Business Suite (ads, pixel, tracking)	Desirable
Experience mentoring or training others in CMS or digital content best practice	Desirable

Awareness of emerging digital tools and AI in content production	Desirable
Financial awareness and ability to track spend against budget forecasts	Desirable
Experience improving supporter journeys or mapping user flows for websites	Desirable
Knowledge of A/B testing methods and how to interpret results	Desirable
Understanding of UX writing or content design principles	Desirable
Prior experience working in a charity, public sector, or values-led organisation	Desirable
Knowledge of heatmaps, session recording tools, or qualitative user feedback tools (e.g. Hotjar, Microsoft Clarity)	Desirable