



Sands
Application Information

Digital Fundraising Assistant

May 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.

We work 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 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 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

We are recruiting a Digital Fundraising Assistant to assist in the delivery of our growing virtual events programme.

This is an exciting new role which involves supporting delivery of a wide range of virtual events at Sands, in order to grow our fundraising income. The role includes increasing Sands' online presence across a range of channels through excellent stewardship of large audiences who are both warm and new supporters.

You will ensure delivery of a world class supporter experience using an omnichannel approach, helping our supporters reach and exceed their fundraising targets.

Working with the Digital Fundraising Manager, you will monitor the everchanging virtual challenge environment and consider how best to adapt our activities in order to achieve financial targets and remain innovative and a leader within the sector.

You will have strong communication skills and enjoy building relationships, especially within online communities. Additionally, you will have an understanding of a wide range of social media channels and an interest in creating refreshing, inspiring content.

A highly organised and efficient approach is essential in order to respond to large quantities of enquiries across multiple channels. Excellent written communication skills are therefore essential.

Relevant experience in creating engaging video, image and written content for different social channels is also an essential requirement.

This post is home-based. There may be the need to support Sands events at weekends and/or evenings and working hours can be adjusted accordingly.

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 : 15th June 2025

Interview Date: 26th June and 30th 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

Job Title:	Digital Fundraising Assistant
Responsible to:	Digital Fundraising Manager
Location:	Homebased
Contract:	Permanent
Hours:	Full Time – 35 Hours per Week (9.30am – 5.30pm, with a 1 hour unpaid lunch break)
Salary:	£26,000 per annum plus £312 per annum Home Worker Allowance

This role will suit someone who has strong communication skills and enjoys building relationships, especially within online communities. They should have an understanding of the most used social media platforms and an interest in creating refreshing, inspiring content.

They will need to be organised and efficient in order to respond to large quantities of inbound enquiries across multiple channels, and will need to take care to draft written responses that are both empathetic and useful to supporters.

This post is currently homebased. There may be the need to support Sands events at weekends and/or evenings and hours can be flexed accordingly. 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:

This role will be responsible for the project management, marketing and delivery of a wide range of virtual events at Sands, in order to grow Sands' fundraising income.

You will help increase Sands online presence across a range of channels through excellent stewardship of large audiences who are both warm and new supporters.

You will be instrumental in developing and building positive relationships with our Facebook communities. You will ensure delivery of a world class supporter experience using an omnichannel approach, helping supporters reach and exceed their fundraising targets, ensuring their continuing support and their lifetime value is maximised.

You will ensure all communications utilise the opportunity to raise awareness and educate about the work of Sands and our impact.

Working with the Digital Fundraising Manager, you will monitor the everchanging virtual challenge environment and consider how best to adapt our activities in order to achieve financial targets and remain innovative and a leader within the sector.

Main Responsibilities

General

- Support the Digital Fundraising team with the execution of our Digital fundraising programme and achieve income of £2.2 million.
- Provide support to the Digital Fundraising Officers in the stewardship of our digital event participants.
- Carry out market research on other virtual fundraising communities in the sector, sharing and applying learning to your work at Sands, helping to ensure Sands remains a leader in this space.
- Maintain high standards of data capture by using external databases to record and edit registration and fundraising data, ensuring it is correct and reported into the main Sands CRM in a timely manner, in accordance with the team's and external stakeholders' requirements.

Supporter care

- Moderate the virtual challenge social media groups, creating safe spaces, drafting and scheduling inspirational and useful content, engaging with posts, responding to queries and providing first-class supporter care.
- Act as a main point of contact across all communication channels for supporters taking part in Sands virtual fundraising activities. Manage multiple inboxes daily (including Outlook, Messenger, Facebook and Twitter) and respond to challenge and fundraising queries, signpost to Bereavement Support and provide other administrative support as required.
- Support with the fulfilment of participant fundraising and thank you packs, ensuring order amendments are communicated and actioned.
- Support organisations, groups and individuals fundraising online and ensure they abide by appropriate terms and conditions.
- Deliver world class stewardship plans which maintain engagement with events and the Sands cause and ensures every one of our participants feel valued, thanked and inspired to continue their support.

- Signpost supporters to access bereavement support where required and respond empathetically to those sharing stories of loss.

Marketing

- Identify and capture inspiring and motivational supporter stories and images with consent that can be shared with wider staff at Sands for media and digital purposes.
- Work with Engagement team to produce branded fundraising resources, using Canva to make edits to meet needs.

Other

- Take an active role in monthly Community and Events Team and Income and Engagement Team meetings.
- Work flexibly and proactively with other members of the team.
- Participate in regular training and safe space sessions to ensure confidence in engaging with bereaved supporters, and ability to recognise safeguarding concerns and signpost to Bereavement Support where appropriate, as well as your own wellbeing. Maintain confidentiality over personal information relating to staff and supporters.
- Abide by all Sands Policies and Procedures.
- Undertake all mandatory training as required.
- Promote the Sands vision and values.
- Undertake other duties as required

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

Person Specification

Critical Skills
<ul style="list-style-type: none"> • Excellent understanding of a wide range of social media channels, including the nuances of different channels • Experience creating engaging video, image and written content for different social channels • Experience of managing online community groups, including managing conflict • Excellent communication skills (both written and verbal) • Excellent copywriting skills • Excellent attention to detail
Other Skills and Experience required
<ul style="list-style-type: none"> • Strong IT skills including the use of basic software and databases • Knowledge of the Institute of Fundraising codes of best practice
Competencies
<ul style="list-style-type: none"> • Relevant experience in a similar role with responsibility for supporting event participants, donors or customers • Experience of managing high quantities of inbound communications from multiple channels • Good understanding of income-raising potential from virtual fundraising activities • Ability to cope with demanding situations and work in a fast-paced environment • Ability to work flexibly and in isolation at home • Ability to be self motivated • Be a proactive individual with a 'can do' attitude. • Good interpersonal skills and ability to build rapport with supporters. • 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
Personal Qualities
<ul style="list-style-type: none"> • Confident and enthusiastic attitude • Ability to empathise and be sensitive in difficult circumstances • Willingness to learn and use initiative • Able to work under pressure and to targets/timeframe • Creative, flexible character and a generator of ideas • Excellent attention to detail and planning and organisational skills • A team player