

Application Information

Digital Fundraising Manager (13 Months Maternity Cover until February 2027)

October 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 different 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 our 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

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

Our Digital Events Team is responsible for securing an annual income of £2.1 million from online fundraising activities. The role of Digital Fundraising Manager is a key one which leads on the development and longer-term growth of Sands' digital fundraising activities so to increase funds, engagement, and awareness.

Sands has big ambitions to grow income further across all areas, including digital fundraising.

The post-holder will be responsible for a team of 3, and have strategic oversight of the busy calendar of events that they manage. Excellent leadership skills are therefore essential.

With relevant experience in a similar role with responsibility for planning and managing digital fundraising activities, you will be able to demonstrate innovation and ambition in a challenging, competitive and fast-paced environment.

You will have outstanding digital and social media skills with experience of producing and delivering advertising campaigns using a range of social media platforms, as well as experience of delivering world-class stewardship programmes for events.

A highly effective verbal and written communicator, you will also have the ability to promote and develop teamworking. You will also be able to build effective relationships both within the organisation and with key external stakeholders

You will need to demonstrate a high level of organisational ability and attention to detail, with the ability to cope with demanding situations and work to tight deadlines.

Please note that this is a 13-month Fixed-Term Contract to cover Maternity Leave starting on 19th January 2026. Candidates must be able to start on that date.

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: 9th November 2025

Interview Dates: w/c 25th November 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 Manager
Responsible to:	Head of Mass Participation and Community Engagement
Location:	Home-based, with occasional travel
Contract:	Fixed-Term Maternity Cover until February 2027
Hours:	24.5 hours per week. The role requires flexibility to work evenings and weekends.
Salary:	£32,975 per annum (£47,107 pro rata) plus £218 Home Worker Allowance per annum (£312 pro rata)

Main Purpose of Job

Sitting in the Community and Events Team, and more broadly the Income and Engagement Department, the Digital Events Team is responsible for securing an annual income of £2.1 million from online fundraising activities. This role is key within the team and leads on the development and longer-term growth of Sands' digital fundraising activities so to increase funds, engagement, and awareness.

Sands has big ambitions to grow income further across all areas, including digital fundraising. This role requires the ability to show innovation and ambition in a challenging, competitive and fast-paced environment. As Digital Fundraising Manager you will be responsible for a team of 3 and have strategic oversight of the busy calendar of events that they manage. Working with your team and the Head of Mass Participation and Community Engagement, you will manage Sands' digital fundraising activities, explore and test new products and channels as they emerge, deliver exceptional behavioural supporter journeys, ensure income targets are achieved and make certain that Sands continues to reach and retain new supporters

The role also involves managing the relationships with multiple external agencies and partners to ensure Sands' strong brand and reputation translates across all platforms and that supporters have a seamless and positive experience that will form the beginning of a longer term relationship with Sands.

Main responsibilities

Strategic development and delivery of Sands fundraising digital events programme

- Working with the Head of Mass Participation and Community Engagement, ensure a smooth transition into the new Community and Events strategy launching April 2026, ensuring continued, sustainable growth in this area.
- Effectively project manage the calendar of digital fundraising events, from concept through to completion and evaluation.
- Develop and contribute to the teams' product innovation pipeline, leading on new activities that come from this. You will be clear and evidence-based in your approach, and be able to demonstrate impact of these opportunities to the Income and Engagement Senior Leadership Group.
- Work to key performance indicators, delivering regular reporting and insight which will support event optimisation, and identify investment opportunities in new and growing areas of digital fundraising.
- Create budgets, project plans and marketing plans for events, ensuring that they are on budget, recruitment target is reached, and return on investment is achieved.

Relationships management

- Build relationships with external consultants, agencies and platforms, making use of the testing and evidence-based insight they can offer and working collaboratively to deliver successful events.
- Work collaboratively across the organisation on fundraising activity as well as support core Sands Projects.

Digital and marketing

- Build and deliver ad campaigns across Facebook, Instagram, X and TikTok and other platforms, ensuring build and creative settings achieves the best results.
- Work collaboratively with the Engagement Team to promote events outside of social media advertising, including organically, on the Sands website and via email.
- Test new marketing and ad approaches where possible so that we are ahead of competitors in the challenging social media environment.
- Work collaboratively with the Design Team on delivering engaging design files for all current and new events
- Develop ways of working with colleagues to ensure we are working as efficiently and sensitively as possible, and that learnings from our digital activities are shared to benefit the wider organisation.
- Adopt a learning cycle approach where insight and learnings are shared more broadly with staff.

Supporter care

- Deliver a robust stewardship programme for all events, adopting an omni comms approach and one that is behavioural and bespoke where possible.
- Review the content of the supporter journey regularly, drafting new content and testing copy, subject lines, CTAs and media to ensure the highest possible engagement across all channels.
- Ensure key organisational messages are delivered and reinforced through the stewardship and supporter care where possible so to broaden our supporters' relationships with Sands.
- Support the Virtual Fundraising Officers and Assistant to deliver world class stewardship plans which maintain engagement with the event and with Sands, and ensures every one of our participants feel valued.

- Ensure the Officers, Assistant, volunteers and external group moderators have sufficient training to respond genuinely and empathetically to participants and signpost to support where required.

Data and Insight

- Work with the Data and Insight Team to ensure that data is captured correctly and efficiently, allowing data to be analysed so that we can maximize the long-term income potential of our supporters and identify what the next best offer should be to them.
- Adhere to all data processes and maintain efficient records of supporters on Beacon whilst supporting both Virtual Fundraising Officers to do the same
- Work with the Data and Insight Team to develop efficient processes, enabling the team to work more effectively.
- Have knowledge of relevant governance and regulation, including Fundraising COP, GDPR and PECR

Line Management

- Support and encourage the Virtual Fundraising Officers on building and delivering digital fundraising events.
- Support and encourage the Virtual Fundraising Assistant to deliver exceptional supporter care and build their knowledge of digital fundraising.
- Identify training opportunities for the team that help them stay on top of current trends and new products within the digital fundraising space.
- Support the team with their development, identifying training needs and areas in which to build their knowledge.
- Deliver regular 121s, quarterly reviews, and monthly catch ups with team members.
- Create objectives and development plan for your team members and to review these on a regular basis.
- Oversee the recruitment and management of a team of Virtual Challenge Community Volunteers, working alongside the Volunteering team to ensure they both add value and feel valued by Sands.

General

- Be a core member of the Community and Events team and the wider Income and Engagement Department, working collaboratively and lending your expertise to peers to optimise team performance.
- Show flexibility and willingness to adapt.
- Undertake other duties as required by the Community Supporter Engagement Manager from time to time.
- Attend events, as necessary, sometimes outside normal working hours
- Take an active role in monthly income and Engagement Team meetings.
- Represent Sands at both internal and external events, meetings, and presentations.
- Abide by all Sands Policies and Procedures.
- Undertake all mandatory training as required.
- Participate in monthly 1:1s, annual appraisal and personal development review.
- Promote Sands vision and values

Person Specification

Critical Skills
<ul style="list-style-type: none"> • Relevant experience in a similar role with responsibility for planning and managing digital fundraising activities • Experience of project managing a calendar of digital fundraising events • Able to develop and contribute to product innovation pipelines and leading on new activities that arise from this • Experience of creating budgets, project plans and marketing plans for events, ensuring that they are on budget and meet targets • Experience of line managing staff • Experience of producing and delivering advertising campaigns across Facebook, Instagram, X and TikTok and other platforms • Experience of delivering world-class stewardship programmes for events • Good understanding of how to ensure fundraising data is used and analysed efficiently • Excellent copywriting skills
Other Skills and Experience required
<ul style="list-style-type: none"> • Strong IT skills including the use of basic software • Experience of recruiting a range of volunteers to support at events • Budget management experience
Competencies
<ul style="list-style-type: none"> • Strong IT skills including the use of basic software (ThankQ desirable) • Ability to cope with demanding situations and work to tight deadlines • Good interpersonal skills and ability to promote and develop teamwork • Able to build effective relationships within the organisation and with external stakeholders • Strong organisational skills, with considerable attention to detail • 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 • Ability to work occasional evenings and weekends and to undertake occasional travel throughout the UK (including volunteering for 2-3 fundraising events per year)