



Sands
Application Information

**Event Fundraising Manager (Maternity
Cover until February 2024)**

December 2022

About Sands

Every day in the UK, 13 babies are stillborn or die shortly after birth.

Sands exists to reduce the number of babies dying and to support anyone affected by the death of a baby, before, during or shortly after birth.

Sands provides bereavement support services both nationally through its Freephone helpline, mobile app, 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.

Sands works in partnership with professionals, trusts and health boards and offers a range of training programmes and bereavement care resources to ensure that every bereaved parent and family receives the best possible care wherever they are in the UK.

Sands promotes improvements in practice and supports 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 44 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.

Saving babies' lives. Supporting bereaved families.

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 Aegon 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 Canada Life's WeCare wellbeing platform including 24/7 online GP, mental health counselling and financial and legal support. Additionally Staff have access to Bereavement Counselling and a Probate Helpline.

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.

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

Sands is looking to recruit an enthusiastic and innovative Event Fundraising Manager to lead our Events Team who are responsible for securing an income of £1.5 million from third party and bespoke event activities. This is a key role which will lead on the development and longer term growth of Sands event activities to increase income, engagement and awareness.

The post-holder will therefore need to demonstrate their ability to achieve a high level of success within a challenging and competitive environment.

In this high-profile and exciting role you will develop and deliver Sands' portfolio of fundraising events which include the London Marathon, London Landmarks Half Marathon, Starlight Walk Series, Ribbon Run and bespoke hiking and walking challenges across the UK.

Additionally, you will create marketing campaigns and work with our Data and Insight Team to ensure that we have the quality of data we need to maximize the long-term income potential of our supporters and ensure the delivery of a world-class supporter journey.

With demonstrable experience of organising and promoting challenge events and developing income streams, you will have an excellent understanding of raising income potential from these events plus a high level of financial literacy including budget management experience.

You will have experience of leading a team within a Fundraising environment and have a supportive and highly collaborative approach.

A highly effective verbal and written communicator, you will also have excellent digital and social media skills preferably with experience of ThankQ.

You will need to demonstrate a high level of organisational ability and attention to detail, in addition to being able to maintain a high level of confidentiality when dealing with sensitive information.

A true team player, you will need to be flexible and be able to demonstrate a commitment to the aims of Sands.

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. Please also complete the Diversity and Equality Monitoring Form and send this with your application.

Closing date for applications : 15th January 2023

Interview date : w/c 23rd or w/c 30th January 2023

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:	Event Fundraising Manager
Responsible to:	Head of Mass Participation Events and Community Fundraising
Location:	Working at home
Contract:	Fixed-Term Maternity Cover until February 2024
Salary:	£44,500 per annum plus £312 Home Worker Allowance per annum
Hours	35 Hours per week

Purpose of Job:

Sitting in the Community and Events Team, and more broadly the Income and Engagement Department, the Events Team is responsible for securing an income of £1.5 million from third party and bespoke event activities. This role is a key within the team and will lead on the development and longer term growth of Sands event activities so to increase funds, engagement, and awareness.

Sands is in an exciting period of growth; we have big ambitions to grow income further across all areas and this includes event fundraising. This role requires the ability to show innovation and ambition in a challenging competitive environment and will need to be able to demonstrate delivering successful results. As Events Fundraising Manager you will be responsible for a team of 2 and have strategic oversight of the events that they manage. Working with your team and the Head of Mass Participation and Community Engagement, you will capitalise on opportunities for growth with both third party activities as well as the scaling of our bespoke challenge events, ensuring income is maximised, participation numbers grows and that a product innovation pipeline is developed for future growth.

Some of the key fundraising products for Sands that sits underneath this role and the team include the TCS London Marathon, London Landmarks Half Marathon, Starlight Walk Series, Ribbon Run and bespoke hiking and walking challenges across the UK.

As an experience Event Fundraising Manager you will be able to focus on creating an incredible supporter experience for our fundraisers, from the moment they join an event. You will ensure that their fundraising experience is positive and the beginning of a longer term relationship with Sands.

Main responsibilities

Saving babies' lives. Supporting bereaved families.

Strategic development and delivery of Sands fundraising events programme

- Working with the Head of Mass Participation and Community Engagement you will develop and implement a three year growth plan across all areas of event fundraising, identifying key action to be taken that will lead to sustainable growth.
- Effectively project manage multiple existing third party and bespoke events. You will be able to deliver activity from concept through to completion.
- Develop and contribute to the product innovation pipeline, leading on a variety of new events 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 event fundraising.
- Create budgets, project plans and marketing plans for events, ensuring that they are on budget, recruitment target is reached, and agreed (Return on Investment is achieved).
- Grow our flagship Baby Loss Awareness Week Ribbon Run event into a £500,000 income stream
- Work with the Community and Event Fundraising Officer to deliver our Starlight Walk Series so that income exceeds £100,000 by managing all recruitment, supporter care, volunteer management, logistics delivery and evaluation of the event.
- Raise £827,000 from third party activities in 2022/23

Relationships management

- Build relationships with key events organisers so we can strengthen our involvement and portfolio and be aware of any new developments and opportunities.
- Work collaboratively across the organisation on fundraising activity as well as support core Sands Projects.
- Build and maintain strong and mutually beneficial relationships with all Sands community groups by working collaboratively with the volunteering team and initiate the development of a new events volunteering recruitment programme, enabling us to grow our volunteer database beyond our existing networks.
- Work closely with the Partnership and Philanthropy team and their corporate contacts to develop potential corporate sponsorship opportunities for our bespoke events, and promotion and recruitment activities for our fundraising events.

Digital and marketing

- Create marketing campaigns that reach both warm and new supporters, and that can be delivered through a range of channels and communications methods.
- Review our marketing programme to ensure all events reach their recruitment targets and test new marketing methods where possible so that we are ahead of any competitor and are competitive in a challenging market.
- Deliver Facebook ad campaigns with the support of the Engagement Team, ensuring cost per lead and lead conversion achieves the best results.

- Work collaboratively with the Engagement Team on developing design files for all current and new events
- Develop ways of working with all digital and communications colleagues to ensure we are working as efficiently and sensitively to our supporter base as possible
- Adopt a learning cycle approach where insight and learnings are shared more broadly with staff.

Supporter care

- Develop a robust stewardship programme for all activities, adopting an omni comms approach and one that is tailored where possible.
- Ensure our processes and systems are as efficient as possible and that excellent supporter care is being delivered at every stage.
- Enabling both Community and Events Officers to deliver world class stewardship plans which maintain engagement with events, the cause and ensures every one of our participants feel valued, supported, and thanked.

Data and Insight

- Work with the Data and Insight Team to ensure that data is captured correctly and that we have the quality and quantity data we need to maximize the long-term income potential of our supporters.
- Adhere to all data processes and maintain efficient records of supporters on ThankQ whilst supporting both Events and Community Officers to do the same
- Working with the Data and Insight Team to develop efficient processes, enabling you and the Events and Community Officers to work more effectively.
- To run monthly reports from the database on event performance.

Line Management

- Support and encourage the Community and Events Officers, growing their skill set and developing their ability to lead on third party events and Sands bespoke challenges
- Enable both Community and Events Officers to develop and deliver a first class supporter event experience, maximising the fundraising potential of our fundraisers.
- Deliver regular 121s, quarterly reviews, and monthly catch ups with team members.
- Create objectives and development plan for your team members

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 the 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.

- To work out of normal office hours as required by the events programme.
- To 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

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

Person Specification

Critical Skills
<ul style="list-style-type: none">• Relevant experience in a similar role with responsibility for generating fundraising income• Experience of developing and growing income streams• Good understanding of developing and delivering marketing strategies for fundraising events• Experience of managing event logistics• Experience of line managing staff• Excellent communication skills (both written and verbal)• Financial literacy with regards to income processing• Understanding of social media and the role it plays in fundraising.• 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• An understanding of health and safety, best practice guidelines and compliance in the sector (desirable)
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• 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)