



Sands
Application Information

**Head of Bereavement Care and
Hospital Liaison**

April 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.

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

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 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

Sands exists to save babies' lives and ensure that anyone affected by pregnancy loss or baby death receives the support and care they need.

Our Bereavement Care and Hospital Liaison team ensure that everyone has equal access to excellent bereavement care after pregnancy loss and baby death

We are looking for an outstanding and people-focused candidate to lead and develop the team, including the development and delivery of national programmes to promote and embed bereavement care standards across the UK.

The Head of Bereavement Care and Hospital Liaison will work with the Director of Research, Education and Policy to develop and deliver and implement an effective strategy. The post-holder will work to ensure staff in hospitals across the UK have a local Sands representative who can help them to deliver the best care and support for families.

You will have experience of creating, leading and delivering national programmes.

A high level of strategic-level project management ability is essential, as is significant knowledge of perinatal healthcare and bereavement care policy. You will also have the ability to write clearly for healthcare staff, and be able to express complex issues simply for a non-medical audience.

An experienced senior manager, you will have excellent leadership skills with the ability to lead and motivate a high-performing team.

With a track record of providing thought leadership and innovation to develop creative solutions, you will be diplomatic and be able to establish productive working relationships with colleagues, volunteers and external stakeholders.

An understanding of the issues surrounding the death of a baby for healthcare professionals, parents and families is essential. You will also need to have an excellent understanding of the principles of equality, diversity and inclusion.

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 : 13th May 2025

Interview Date: w/c 19th May 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:	Head of Bereavement Care and Hospital Liaison
Responsible to:	Director of Research, Education and Policy
Location:	Home based with travel
Contract:	Permanent
Salary:	£57,500 per annum plus £312 Home Worker Allowance per annum
Hours:	35 hours per week (flexible hours)

Main purpose of the job

Lead Sands' bereavement care and hospital liaison services, to ensure that everyone has equal access to excellent bereavement care after pregnancy loss and baby death:

1. Strategy, planning and budget management
2. Lead and develop the Bereavement Care and Hospital Liaison Team
3. Work strategically to ensure that parents and families have equal access to excellent bereavement care after pregnancy loss and baby death
4. Develop and deliver national programmes to promote and embed bereavement care standards across the UK
5. Work to ensure staff in hospitals across the UK have a local Sands representative who can help them to deliver the best care and support for families affected by pregnancy loss and the death of a baby
6. Ensure that Sands' work to improve bereavement care is well known and understood

Key responsibilities

Strategy, planning and budget management

- In conjunction with the Director of Research, Education and Policy, develop and implement an effective strategy for Sands Bereavement Care and Hospital Liaison activity
- Demonstrate impact; set and report on annual objectives and KPIs for Bereavement Care and Hospital Liaison activity
- Maintain strategic oversight of the Bereavement Care and Hospital Liaison team ensuring opportunities are maximised and planning is joined up
- Develop, monitor and maintain the annual budget for Bereavement Care and Hospital Liaison activity and support opportunities to secure external funding
- Be a member of the Leadership Group contributing to key decisions relating to strategic direction as well as the delivery of objectives
- Lead and/or contribute to relevant cross-organisational projects and programmes for Sands

Lead and develop the Bereavement Care and Hospital Liaison Team

- Motivate and lead the Bereavement Care and Hospital Liaison team
- Set individual and team objectives. Coach, support and encourage continued professional development amongst team members
- Review, manage and improve staff performance as required
- Lead change programmes, including supporting behavioural change, working across Sands with different teams to provide leadership and direction

Work strategically to ensure that parents and families have equal access to excellent bereavement care after pregnancy loss and baby death

- Develop a unified vision for the delivery of high standards of bereavement care across the UK
- Provide thought leadership and innovation to drive changes in bereavement care and hospital liaison
- Demonstrate impact and ensure that Sands' bereavement care and hospital liaison services are evidence based, include the diverse voices of bereaved parents and families and achieve demonstrable outcomes
- Ensure a wide range of guidance, tools and resources are created to help healthcare professionals provide excellent bereavement care after the death of a baby
- Ensure all bereavement care resources and programmes are evaluated, reviewed and updated so that content remains relevant, inclusive and evidence based
- Develop a consultancy offer which provides expertise to Hospital Trusts and Boards, generating income and developing sector expertise for Sands

Develop and deliver national programmes to promote and embed bereavement care standards across the UK

- Lead the delivery across the UK of national bereavement care pathways that are parent-centered, coordinated and flexible to the individual needs and preferences of parents
- Engage with policy makers, influencers, commissioners, service directors, clinicians, managers at both an operational and strategic level to ensure successful delivery of sustainable pathways which deliver high standards of bereavement care
- Manage staff in the devolved nations to translate and adapt pathway materials and ensure successful delivery
- Embed the delivery of the NBCP in England

Work to ensure staff in hospitals across the UK have a local Sands representative who can help them to deliver the best care and support for families affected by pregnancy loss and the death of a baby

- Oversee the successful delivery of the Hospital Liaison Volunteer programme to ensure that staff in hospitals across the UK have access to a local Sands volunteer who can help them to deliver the best care and support for families affected by pregnancy and baby loss, including linking hospitals to Sands support services

- Build a UK network of Sands Hospital Liaison Volunteers so that every hospital has access to a local Hospital Liaison Volunteer, including in areas where Sands has no local support group
- Ensure that all Sands Hospital Liaison Volunteers are inducted, trained and receive regular support

Ensure that Sands' work to improve bereavement care is well known and understood

- Increase the profile of Sands bereavement care and hospital liaison expertise
- Work with diverse, multi-disciplinary teams across health and social care organisations to plan, test, and implement new ways of working
- Support the NBCP Core Groups and other working groups
- Promote the views and needs of lesser-represented groups to help reduce inequalities
- Represent Sands to external audiences
- Work with the Engagement Team to support the production of social media content, press releases, responses to media enquiries and act as a spokesperson on relevant issues

General

- Undertake any other tasks and responsibilities as reasonably required by the Director of Research, Education and Policy and Chief Executive
- Liaise regularly with other Sands departments/teams and keep up to date with what they are doing, working flexibly across the organisation
- Manage external suppliers as required
- Occasional evening/weekend working is likely
- Promote the Sands vision and values at all times

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

Person Specification

Essential	Experience of leading, motivating, coaching and improving the performance of a team	Application and interview
Essential	Experience of developing and implementing new operational processes and systems	Application and interview
Essential	Experience of creating, leading and delivering national programmes	Application and interview
Essential	Experience of being a member of a senior management team and contributing to organisational strategic direction and delivery of objectives	Application and interview
Essential	Experience of setting and achieving individual and team objectives	Application and interview
Essential	Significant subject knowledge and expertise in current practice, policy and guidelines in perinatal healthcare and bereavement care	Application and interview
Essential	Experience of managing new and complex strategic projects from start to finish, including project groups made of different professionals/skills and experiences	Application and interview
Essential	Ability to assess risk/benefits in order to take appropriate and timely senior management decisions	Application and interview
Essential	Demonstrable budget management and income generation skills, as well as proven ability in work planning skills	Application and interview
Essential	Excellent communication and presentation skills, including the ability to write clearly for health care staff and to express complex issues simply for a non-medical audience	Application and interview
Core Competencies		
Criteria		Assessment
Essential	Ability to make change happen, set an example and guide a team through change	Application and interview
Essential	Ability to provide thought leadership and innovation to develop creative solutions	Application and interview
Essential	Excellent interpersonal skills with the ability lead and inspire colleagues and deliver successful cross-organisational projects	Application and interview
Essential	Diplomacy and the ability to discuss challenging items in a sensitive way	Application and interview
Essential	Ability to build and sustain effective working relationships with colleagues, volunteers and external stakeholders	Application and interview
Essential	An understanding of and empathy with the issues surrounding the death of a baby, for professionals, parents and families	Application and interview
Essential	Excellent understanding and advocate of issues relating to equality, diversity and inclusion	Application and interview
Essential	Committed to continued learning and professional development	Application and interview