



Sands
Application Information

**Head of Communications and
Engagement**

February 2023

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 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.

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 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

This is an exciting and high-profile role that will have a huge impact on Sands' work in saving babies' lives and supporting bereaved families across the UK.

The post-holder will be responsible for developing and delivering a communications and engagement strategy that will enable Sands to meet our strategic aims, and leading a high performing team to deliver cutting edge digital engagement, high quality brand experience, effective marketing and engaging internal communications and PR.

As a member of the senior management team, you will work closely with other senior colleagues to develop a brand marketing strategy that will deliver on Sands' core aims and drive growth, reach and income.

You will lead your team to effectively co-create and deliver impactful integrated engagement campaigns that aim to inform, inspire and mobilise our audiences and create real change for bereaved families across the UK and save babies' lives.

You will also play a key role in helping the entire baby loss sector to raise awareness, create change and commemorate all babies' lives lost, through integrated communications for the annual Baby Loss Awareness Week, of which Sands is the lead founding charity.

With considerable experience of developing communications, brand, marketing and engagement strategies, you will be a confident leader with a highly collaborative and egalitarian approach.

You will be able to lead high-profile digital experience projects and integrated communications campaigns, and be able to produce successful outcomes for the charity.

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.

This role is a fantastic opportunity to make a real difference to the work 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 : 26th February 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:	Head of Communications & Engagement
Responsible to:	Director of Income & Engagement
Department:	Income & Engagement
Location:	Home-Based (anywhere in the UK)
Salary:	£55,000 per annum plus £312 Homeworker Allowance per annum
Contract:	Permanent
Hours:	Full-time 35 hours per week

Main Purpose of Job:

The main purpose of this role is to develop and deliver a communications and engagement strategy that will enable Sands to meet its strategic aims to save more babies' live and support bereaved families.

As Head of Communications & Engagement, lead and enable a high performing team to deliver cutting edge digital engagement, a high quality brand experience, effective marketing and engaging internal communications and PR.

You will work closely with senior leadership to develop a brand marketing and engagement strategy that will deliver on Sands' core aims and drive growth, reach and income.

You will lead your team to effectively co-create and deliver impactful integrated engagement campaigns that aim to inform, inspire and mobilise our audiences and create real change for bereaved families across the UK and save babies' lives.

You will also play a key role in helping the entire baby loss sector to raise awareness, create change and commemorate all babies' lives lost, through integrated communications for the annual Baby Loss Awareness Week, of which Sands is the lead founding charity.

Key Responsibilities

Leadership & Strategy

- Working closely with the Director of Income & Engagement and in collaboration with the senior leadership including the CEO, develop and deliver a long term communications and engagement strategy to support the organisational strategy and increase reach. deepen relationships and engage audiences to take action.
- Evolve the Sands brand and ensure it provides a consistent high quality experience through all audience touchpoints

- Using your leadership and expertise, build on the success of Sands' campaigns such as Baby Loss Awareness Week and the annual Sands awareness campaign, to deliver strategic goals on time and on budget
- Lead cross-functional teams to deliver integrated engagement campaigns that inform, signpost, support, engage, inspire and mobilise a diverse range of audiences online
- Lead the development of marketing strategies that effectively connect audiences to Sands' support, consultancy and training services.
- Be a digital agent of change who inspires and motivates the wider organisation to think differently about digital. Establish an appropriate model for Sands to ensure the Engagement Team is a centre of digital excellence.
- Develop digital acquisition, retention and mobilisation strategies for supporters (financial and non-financial) in conjunction with our Fundraising, Volunteer and Campaign teams.
- Work closely with Fundraising to deliver a digital engagement strategy that drives individual giving campaigns, optimises supporter journeys and drives income through a range of income streams including appeal campaigns, product marketing and in memory fundraising activity.
- Lead on online supporter/user journey planning in partnership with the fundraising, CRM & data teams. Ensure a friction-free, engaging supporter experience at all stages on the online journey which inspires action and support.
- Optimise digital infrastructure and websites to meet Sands' strategic aims.
- Be a champion of equality, equity, diversity and inclusion and ensure we are meeting diverse audiences needs
- Work with IT and data team to improve CRM and data management to ensure the Engagement Team gains the necessary audience insight.
- Champion strong, collaborative relationships across Sands, with our volunteers, partners and other stakeholders.

Technical

- Identify and implement improvements in new and emerging digital technologies to support organisational growth, improve ways to support bereaved families digitally, improve storytelling and develop innovative ways to engage
- Oversee the deployment of Engagement Team Resources to meet priorities as set out by the senior leadership and ensure there is a continuous feedback loop for team development
- Lead on the budget setting and manage overall budget for the team
- Be responsible for the reporting and insight gathering for the team using KPIs and analytics and advise the senior leadership of learnings

- Support and enable the Marketing and Campaigns Manager to deliver effective integrated campaigns
- Working with the Digital Engagement team members to enhance the social media plan, with a calendar of scheduled activity and optimised content. Ensure our online community is informed and engaged and we are providing excellent customer service and living and breathing the Sands brand.
- Enable the Creative Design hub to ensure design workflow is managed at sustainable levels and that the Sands brand is deployed correctly across the organisation
- Working with team members, analyse and report on web, email marketing and social media performance data, including insights into customer behaviour and make suggestions for improvements.
- Ensure all activity is insight led. Analyse digital performance and develop evidence based strategies to increase Sands' impact, growth in engagement, online actions and the acquisition and development of new donors, campaigners, volunteers, membership and other supporters
- Identify emerging risks in digital comms and social media and advise on crisis avoidance and mitigation.
- Provide digital and communications advice and support for crisis situations and be on call as part of a rota system, including out of hours reactive emergency cover. This includes monitoring social media and responding and making small amends to the website where needed. Contribute to business continuity plans.
- In consultation with team members, produce and manage the Digital & Engagement team budget, ensuring that it is able to effectively address capacity, activity, digital development and other needs as the organisation requires to fulfil strategic and operational aims.
- Work with web development, IT and other third party providers on technical issues and manage relationships with digital suppliers/agencies as required.

People Management

- Lead, develop and enable the Engagement team – comprised of specialists in marketing, digital content, brand, PR and e-comms – to manage workflow, deliver a bold digital transformational agenda, and achieve Sands' strategic aims through supporter/user centric and data-informed platforms, content and digital marketing.
- Drive a culture of learning and innovation in the engagement team to enable the team to test new ways of doing things with new technologies
- Lead on training and development to maintain a motivated and effective Digital & Engagement team. Ensure objectives, career development and training plans are in place for

all team members and that they are consistently supported to develop their skills and improve performance.

Organisational

- Maintain confidentiality over personal information
- Abide by all Sands Policies and Procedures.
- Undertake all mandatory training as required.
- Ensure a familiarity with matters relating to Health & Safety Management, as affecting themselves, their department and the organisation as a whole.
- Promote Sands' vision and values at all times.
- This is not meant to be an exhaustive list of duties and responsibilities. The need for flexibility is required and the post holder is expected to carry out any other related duties that are within the employee's skills and abilities whenever reasonably instructed

This Job Description is not contractual and is liable to change over time.

Person Specification

Importance	Experience	Assessment
Essential	Significant proven experience of developing communications, brand, marketing and engagement strategies	Application and interview
Essential	Proven experience of leading strategic end-to-end digital experience projects, including products and services, with demonstrable results	Application and interview
Essential	Proven experience of leading on high profile integrated communications campaigns	Application and interview
Essential	Proven experience of leading a pipeline of digital activity that is customer focused and achieves strategic objectives	Application and interview
Essential	Considerable experience of people management – setting objectives against plans, holding regular 121s, helping develop staff and deal with any issues	Application and interview
Essential	Experience of managing a team responsible for producing effective content and storytelling	Application and interview
Essential	Experience of managing a digital marketing team with in-depth knowledge of digital fundraising marketing techniques	Application and interview
Essential	Experience of managing budgets	Application and interview
Desirable	Strong stakeholder management experience (including agencies)	Application and interview
Desirable	Significant proven experience of supporter journey planning	Application and interview
Knowledge		
Essential	Technical knowledge required to ensure digital channels meet required standard	Application and interview
Essential	Knowledge of best practice models, trends and opportunities relating to digital customer experience, and how they can be applied to large organisations	Application and interview
Desirable	A working knowledge of various CRM (Customer Relationship Management) systems	Application and interview

Competencies		
Essential	Confident leader with significant experience leading a team who inspires confidence in their abilities	Application and interview
Essential	Strong analytical skills	Application and interview
Essential	Exceptional verbal and written communication skills	Application and interview
Essential	Proven ability to influence those not reporting to you and resolve conflicts	Application and interview
Essential	Commitment to Sands' purpose, values and diversity	Application and interview
Essential	Requirement to work flexibly, to meet the needs of the organisation when required on urgent matters	Application and interview
Desirable	Willing to travel and have occasional overnight stays	Application and interview