



Sands  
Application Information

**Head of Community and Volunteering**

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March 2023

# About Sands

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

Sands is the leading stillbirth and neonatal death charity and 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 45 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](http://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

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## 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 their 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 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

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This exciting new role will lead on delivering Sands' community and volunteering strategies. The post-holder will be responsible for creating a flexible and inclusive environment for local communities, partners and volunteers in order to understand how we can work together and what we can do better. The ability to deliver change and engage positively with stakeholders is therefore essential.

As a diplomatic and inspiring communicator, you will be able to engage with a wide variety of people and enable and empower others to make a difference. You'll devise strategies for the way Sands partners with communities around the UK to ensure that our supporters, fundraisers and volunteers feel valued and have a voice. Additionally, you will build strategic and sustainable partnerships across the voluntary, public and private sectors to enable maximum impact across the UK.

With substantial experience of recruiting and managing volunteers, you will be able to demonstrate up-to-date knowledge of volunteer management best practice. You will ensure that effective governance, efficient administration and support processes are in place for all Sands volunteers.

You will use digital platforms to create local hubs of activity and support across all Sands' core aims. An exceptional knowledge of all social media platforms is therefore essential to build new and support existing communities, fundraising initiatives, volunteer journeys and relationship building.

Working with our Income Team, you will strengthen national partnerships, improve access to workplace training and identify valuable corporate relationships in collaboration with the team.

This role sits at the heart of Sands, driving our strategic aims, working with Heads of all teams to create inspired and active Sands communities around the UK putting those that have experienced pregnancy and baby loss at the centre of all we do.

## To apply:

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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](mailto:recruitment@sands.org.uk). Please also complete the Diversity and Equality Monitoring Form and send this with your application.

**Closing date for applications: 23<sup>rd</sup> April 2023**

**Interview Date: mid- May 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

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<b>Job Title:</b>	Head of Community and Volunteering
<b>Responsible to:</b>	Director of Bereavement Support and Volunteering
<b>Location:</b>	Working at home
<b>Contract:</b>	Permanent
<b>Salary:</b>	£50,500 per annum plus £312 Home Worker Allowance per annum
<b>Hours:</b>	35 hours per week

## **Main Purpose of Job:**

An exciting new role at Sands, you'll be part of our Leadership Team thinking strategically about all of our community and volunteering. As well as helping us to reach more diverse audiences, you'll create flexible and inclusive digital and live environments for communities, partners and volunteers. A key part of this role will be to reach out to local communities to understand how we can work together and what we can do better, whilst having a passion for connecting people with causes and to enable and empower others to make a difference.

To lead on the many ways we partner with communities around the UK to create Sands communities of activity and focus and ensure that our supporters, fundraisers and volunteers feel valued and have a voice. This role sits at the heart of Sands, driving our strategic aims, working with Heads of all teams to create inspired and active Sands communities around the UK putting those that have experienced pregnancy and baby loss at the centre of all we do.

To look proactively for ways to develop, diversify and improve what we offer to meet the needs of those that have experienced loss and those that support Sands. You'll have the passion and enthusiasm to see the potential of how connecting people digitally helps improve outcomes for people in terms of coping with loss, living well and saving lives.

Working closely with the Head of Bereavement Support Services you will support the growth and provision of 'self-help'/wellbeing volunteering and activities to support mental health and growth e.g. running / walking clubs, singing, creative. These in turn will feed into fundraising and awareness raising.

## **Main Responsibilities**

### **Strategy Planning and budget management**

- In conjunction with the Director of Bereavement Support and Volunteering, develop and maintain effective strategies for Sands community and volunteering activity
- Demonstrate impact, set and report on annual objectives and KPIs for community and volunteering activity and community connection
- Maintain strategic oversight of the Community and Volunteering Team, ensuring opportunities are maximised and planning is joined-up
- Develop, monitor and maintain the annual budget for Community and Volunteering activity, including processes to support volunteering and community-building
- Identify and support opportunities to secure external funding
- Be a member of the Leadership Team contributing to key decisions relating to strategic direction as well as delivery of objectives

### **Lead and develop the Community and Volunteering Team**

- Motivate and lead the Community and Volunteering Team. 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
- Ensure that Sands activities are evidence based
- Increase the profile of Sands volunteering both internally and externally

### **Building a strong Sands local presence across the UK**

- Actively find and bring people to Sands
- Proactively work with community and special interest groups to understand specific needs and to respond appropriately to these

### **Building a welcoming community where everyone feels valued and equal however they engage with Sands and whatever their relationship to Sands**

- Develop digital communities of support and connection, accessible and flexible for all
- Ensure that Sands communities are aware of and reflect all that we do from supporting bereaved families to working with hospitals and campaigning to save babies' lives.
- Increase accessibility so that all who need Sands feel welcome
- Welcome and include those affected by all types of pregnancy loss and baby death, and those who are not bereaved



## **Representing Sands at a senior level internal and external and communication**

- Represent Sands at external events and conferences
- Develop and maintain good working relationships with key external stakeholders
- Manage and lead/input to the national groups and forums
- Support the production of press releases, responses to media enquiries and act as a spokesperson on relevant issues
- Demonstrate the impact that Sands is having across the UK within regional and local communities
- Oversee the development of relevant web pages and communication resources and platforms

## **Develop a strategy for building Sands in the Community**

- Build a strong, supported and resilient community of supporters and volunteers to enable Sands to meet its strategic aims and objectives effectively across the UK
- Use digital platforms and face to face provision to create locality hubs of activity and support across all Sands core aims, working closely with the Heads of Communications & Engagement and Mass Participation Events & Community Fundraising
- Engage supporters and volunteers in roles which enable them to feel part of the Sands community, making a difference and creating a legacy for their babies
- Bring non-bereaved supporters into the Sands community to raise awareness and save babies' lives
- Build an effective and empathetic Community and Volunteering Team which links all of Sands' activity in a locality and ensures effective and inspiring communication between locality and central work
- Develop and build proactive [financially] rewarding relationships with internal and external stakeholders, including key volunteers
- Working with the Partnerships and Philanthropy Team strengthen national partnerships, improve access to workplace training and recognise valuable corporate relationships in collaboration with the team
- Ensure and oversee effective governance, efficient administration and support processes are in place for volunteers, working closely with the Senior Volunteering Manager to ensure best practice
- Understand the role volunteers play in charities like Sands and be dedicated to creating a supportive and engaging environment for our volunteer community.
- Encourage and demonstrate innovation and creativity within the volunteering mix to maintain Sands as a leader in its field
- Bring an understanding and expertise in blogs, podcasts, webinars to support a range of ways to engage volunteers
- Work closely with the Heads of Training, Communications & Engagement, Fundraising, Philanthropy, Public Affairs & Campaigns to ensure effective cross-organisational drive

## **Strengthen Volunteering**

- Support and develop a culture of One Sands
- Work with the Senior Volunteering Manager to develop the network of volunteers across the UK to support Sands aims within locality “hubs”
- Have oversight of Sands Volunteering programme and Sands Groups and lead on all aspects of the volunteer/supporter journey and experience, policies and procedures, QA and safeguarding
- Have oversight of the Sands United Football Clubs, working closely with the SUFC Community Lead and Mental Wellbeing Co-ordinator to ensure effective growth and governance of teams around the UK
- Build a supporter journey that allows people to get what they need from being involved with Sands that can adapt and change over time with the person’s needs.
- Develop volunteering opportunities within Sands which provide real choice and help Sands to achieve its vision and mission
- Lead on best practice in volunteering HR and processes for Sands
- Create and innovate Sands’ volunteering opportunities for both bereaved and non-bereaved supporters
- Oversee, with the Head of Training and Education, and other teams, the provision of an effective training programme for new and existing volunteers, reviewing and updating training packages and resources as required, ensuring best practice is maintained
- Oversee the effective supervision, management, and support of volunteers

## **Innovate**

- Actively research trends and hot topics in community-building and volunteering with particular focus on digital solutions
- Use your networks within the volunteering sector to represent Sands and keep up to date with developments, ensuring Sands as a sector leader in this area
- Evolve and innovate Sands Supporter offers alongside Heads of FR, Communications & Engagement, Philanthropy, Training, Public Affairs & Campaigns
- Work with the Leadership Team, Volunteering and Bereavement Support Services teams and supporters to assess and respond to need, creating new opportunities and reshaping existing where appropriate
- Drive innovation in community development projects and partnerships

## **Partnership working**

- Build strategic and sustainable partnerships across the voluntary, public and private sectors to enable maximum impact across the UK, working closely with the Head of Partnerships & Philanthropy.

## **General**

- Deputise for the Director of Bereavement Support and Volunteering (BSS&V) when required
- Undertake any other duties commensurate with the role as required by the Director of BSS&V, Chief Executive and Board of Trustees
- Model the culture and values of Sands at all times and facilitate the successful delivery of Sands' core aims
- Work flexibly with other members of staff and teams, occasional evening/ weekend working is likely
- Maintain a high level of confidentiality and professional conduct
- Abide by all Sands Policies and Procedures
- Undertake all mandatory training as required
- Be familiar with matters relating to Health & Safety Management, affecting themselves, their department and the organisation as a whole
- Provide consistent ethical oversight across Sands UK-wide activities and as part of the Leadership team, monitoring and reviewing Sands activities and services

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

# Person Specification

Importance	Criteria	Assessment
Essential	Experience of anti-discriminatory practice and a commitment to EED and safeguarding	Application and interview
Essential	Substantial experience of recruiting and managing volunteers, with up-to-date knowledge of volunteer management best practice	Application and interview
Essential	Exceptional knowledge, and skills in using all social media platforms, including Facebook, Instagram, Twitter, TikTok, Instagram, YouTube, WhatsApp, LinkedIn, WeR8, to build new and support existing communities, fundraising initiatives, volunteer journey and relationship building	Application and interview
Essential	Demonstrable experience of senior stakeholder, high value donor and relationship management	Application and interview
Essential	A broad understanding of fundraising and income generation methods/techniques	Application and interview
Essential	Substantial experience of connecting local communities with the vision and objectives of a UK-wide/national organisation	Application and interview
Essential	Demonstrable project management skills and the ability to juggle a wide range of competing demands	Application and interview
Essential	Ability to translate Sands' vision and strategy into a team vision and operational plan and deliver that plan with KPI metrics to show the value and impact of volunteering	Application and interview
Essential	Proven experience of managing, tracking and reporting on budget and resources	Application and interview
Essential	Experience of planning, coordinating and delivering learning and development programmes and events	Application and interview
Essential	Demonstrable experience of line managing staff, and ideally experience in line managing remotely	Application & interview
Essential	UK/region-wide project management experience involving diverse communities	Application & interview

# Core Competencies

Importance	Criteria	Assessment
Essential	Able to deliver change, engaging stakeholders positively	Application and interview
Essential	Empathetic and understanding, with high level communication and influencing skills and ability to communicate effectively with a range of audiences	Application and interview
Essential	A warm, engaging, diplomatic and inspiring communicator with high EQ and an ability to engage with a wide variety of people	Application and interview
Essential	An ability to put strategy and intention into practice	Application and interview
Essential	Strategic decision-maker	Application and interview
Essential	Able to work as part of a high functioning leadership team	Application and interview
Essential	Ability to collaborate effectively with diverse cultural needs	Application and interview
Essential	Flexible, diplomatic and assertive, with good negotiating skills	Application and interview
Essential	Highly organised with excellent time management skills	Application and interview
Essential	Confident public speaker	Application and interview
Essential	Sensitivity to the aims of Sands and an acknowledgement of the supporter and volunteer journey as a potential legacy creation for that individual and their baby	Application and interview
Essential	An ability to engage non-bereaved communities and individuals and inspire them around the cause	Application and interview
Essential	A strong role model in Sands learning culture	Application and interview