



Sands  
Application Information

**National Bereavement Care Pathway  
Manager (England)**

---

May 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](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.

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.

We are looking for an experienced project officer to lead the next phase of embedding the National Bereavement Care Pathways for Pregnancy and Baby Loss across England.

This pathway addresses the inequality of bereaved care offer to, and experienced by parents when a baby dies – see [www.nbcpathway.org.uk](http://www.nbcpathway.org.uk) for more information.

This is a new and high-profile role which will involve working strategically to oversee the ongoing development and delivery of the NBCP to ensure that everyone has equal access to excellent bereavement care after pregnancy loss and baby death.

The post-holder will lead on the monitoring, evaluation and communication of the impact of the NBCP programme and bereavement care standards. Additionally, the role is responsible for creating and maintaining strong working relationships and communication channels with bereavement leads in NHS hospitals, including the establishment of regional working groups to improve local co-ordination and collaboration.

With demonstrable experience of supporting or managing successful projects including reporting and monitoring of outputs, you will be able to develop high-quality resources which remain responsive to the changing needs of external stakeholder. Additionally, you will be able to demonstrate an excellent knowledge of NHS structures and organisation.

You will be able to establish and maintain productive relationships with a wide variety of internal and external stakeholders, working in a collaborative and inclusive way.

An excellent communicator, you will be able to absorb and understand complex issues and communicate them effectively to public and professional audiences.

You will have a highly organised approach with the ability to cope with demanding situations and work to tight deadlines.

## 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](mailto: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 : 5pm on 14<sup>th</sup> May 2025**

**Interview Date: 29<sup>th</sup> 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

<b>Job Title:</b>	<b>National Bereavement Care Pathway Manager (England)</b>
<b>Responsible to:</b>	Head of Bereavement Care & Hospital Liaison
<b>Location:</b>	Home-based with travel throughout England and the UK
<b>Contract:</b>	Permanent, full-time position from October 1 <sup>st</sup> 2025
<b>Salary:</b>	£45,000 per annum plus £312 Home Worker Allowance per annum
<b>Hours:</b>	35 hours per week

---

## **Main purpose of the job:**

Lead the next phase of embedding the National Bereavement Care Pathway (NBCP), overseeing its ongoing development, delivery and review, to ensure that everyone has equal access to excellent bereavement care after pregnancy loss and baby death:

1. Project development, management and delivery
2. Stakeholder engagement
3. Work strategically to ensure that parents and families have equal access to excellent bereavement care after pregnancy loss and baby death
4. Ensure that Sands' work to improve bereavement care is well known and understood

## **Principal Tasks and Responsibilities**

### *Project development, management and delivery*

- Lead on the monitoring, evaluation and communication of the impact of the NBCP programme and bereavement care standards
- Refresh materials, policies and resources to produce updated guidance, resources and tools to support the embedding of the NBCP in England
- Build on existing systems and create new ways of enabling Healthcare Trusts to self-assess progress against the bereavement care standards
- Coordinate delivery of the evaluation, review and reporting mechanisms for the NBCP, including audits of bereavement care services, working with hospital trusts to gather information against NBCP standards
- Co-ordinate the NBCP Core (advisory) Group as required, to ensure co-production of project resources
- Support the Head of Service in promoting and delivering Sands' Bereavement Care audit/consultancy service

### **Stakeholder engagement**

- Create and maintain strong working relationships and excellent communication channels with bereavement leads in NHS hospitals, including the establishment of regional working groups to improve local coordination and collaboration.
- Engage with bereaved parents, senior decision makers, voluntary sector partners, commissioners, service directors and clinicians at both an operational and strategic level to ensure successful delivery of a parent-centred, sustainable pathway
- With colleagues create and enact a communications and engagement plan, including social media activity, blogs and newsletters
- Design and deliver a range of workshops, webinars and events to support uptake of the pathway and share best practice
- Ensure that NBCP materials and guidance reflect the diverse experiences of bereaved parents and families
- Something on keeping the website up-to-date

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

- Support the Head of Service in lobbying for change in policy at a national level, writing documents, creating presentations, attending relevant online and in-person meetings.
- Work with diverse, multi-disciplinary teams across health and social care organisations to plan, test, and implement new ways of working
- Work with commissioners to ensure core elements from the NBCP programme are embedded in national policies, frameworks and standards.

### **General**

- Ability to work at home with travel across the UK
- Occasional evening/weekend working is likely
- Represent Sands and the NBCP to external audiences
- Work with communications teams to support the production of press releases, responses to media enquiries and act as a spokesperson on relevant issues in consultation with the NBCP Core Group
- Line manage any new staff appointed to support the programme
- Manage external suppliers as required
- Undertake any other tasks and responsibilities as reasonably required by the Head of Bereavement Care & Hospital Liaison, Director of Research, Education and Policy and/or the Chief Executive, and/or the NBCP Core Group partners.

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



# Person Specification

Essential	Proven ability in establishing and maintaining high level, productive relationships with senior external stakeholders and organisations working in a collaborative and inclusive way	Application and interview
Essential	Experience of leading project groups made of different professionals/ skills and experiences	Application and interview
Essential	Experience of project management and use of project management tools to support	Application and interview
Essential	An outstanding, 'hands on', people person with a positive, warm style, who can support and motivate people and teams to engage with projects with positive outcomes	Application and interview
Essential	Excellent time management skills with the ability to prioritise own workload, self-motivate, deal with conflicting demands and meet tight deadlines under pressure	Application and interview
Essential	Demonstrable ability to absorb complex and new information	Application and interview
Essential	Ability to develop high quality resources which remain responsive to the changing needs of external stakeholders, i.e., guidance documents	Application and interview
Essential	Demonstrable knowledge of the NHS structures and organisation	Application and interview
Essential	Excellent verbal and written communication skills, with an ability to communicate complex messages in a compelling way to a variety of audiences, lay and professional	Application and interview
Desirable	Knowledge of and/or experience of delivering bereavement care services	Application and interview
<b>Behavioural Competencies</b>		
Essential	Strategic thinking, with the ability to develop creative solutions	Application and interview
Essential	Excellent interpersonal and communications skills with the ability deliver successful cross-organisational projects	Application and interview
Essential	Ability to build effective working relationships with colleagues, volunteers and external stakeholders	Application and interview
Essential	Diplomacy and the ability to discuss challenging items in a sensitive way	Application and interview
Essential	Excellent understanding and advocacy of issues relating to equality, diversity and inclusion	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