



Sands  
Application Information

**Senior Community Fundraising Officer  
(8 month fixed-term contract)**

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July 2024

# About Sands

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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 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.

Working in partnership with professionals, trusts and health boards, we offer 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.

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 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 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

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Sands offers support to anyone affected by the death of a baby.

We are recruiting a Senior Community Fundraising Officer to manage the delivery and stewardship of our community groups, schools, local partnerships, volunteers and supporters.

Our strategy includes a focus on fundraising activities within the community. These are integral to Sands' growth and are a key part of our ongoing aims to increase brand awareness, reach, engagement, income growth and change at a local level. This role is therefore key to the delivery of this strategy.

This is an exciting time to join Sands who are in a period of ambitious growth. The role makes a valuable contribution to our fundraising strategy and helps to test and deliver new initiatives and opportunities within community fundraising.

The post-holder will be responsible for the management of existing and new community fundraising products, working to ensure that we deliver excellent stewardship with all stakeholders in the community and ensure that activities align with the wider work of Sands.

You will have strong and demonstrable experience of growing community fundraising and building strong relationships with supporters.

A high standard of communication and organisation skills is essential, as you will be required to develop and build positive relationships with a range of stakeholders to see activities succeed and achieve their full potential.

**Please note that this is an 8-month fixed-term role to cover maternity leave.**

## 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).

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 :** 18<sup>th</sup> August 2024

**Interview Date:** w/c 2<sup>nd</sup> September 2024

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>	Senior Community Fundraising Officer
<b>Responsible to:</b>	Head of Mass Participation Events and Community Fundraising
<b>Location:</b>	Home Address
<b>Contract:</b>	Fixed-term contract for 8 weeks to cover maternity leave
<b>Salary:</b>	£40,854 per annum pro rata plus £312 Home Worker Allowance per annum pro rata
<b>Hours:</b>	35 hours per week. Many of our staff work flexible hours, and flexible working is always considered.

A willingness to travel within the UK when required. The post holder must be prepared to converse sensitively and empathetically with members of the public who may be going through current or recent traumatic experiences.

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## **Main Purpose of Job:**

Working as part of the Community and Events team, you will be responsible for driving the growth of Sands Community Fundraising programme and working with the Head of Mass Participation Events and Community Fundraising you will look to create and deliver a strategy for this. You will manage a wide range of Sands Community products, as well as support those wishing to deliver their own 'in aid of' activity. You will engage with supporters across the community at multiple levels, with a particular focus on community groups, schools, individuals, local businesses and Sands volunteers. You will build positive relationships with these stakeholders and ensure delivery of a world class supporter experience, helping supporters reach and exceed their fundraising targets, ensuring their continued support and that their lifetime value is maximised.

You will play a key role in managing our existing activities as well as work with the Head of Mass Participation Events and Community Fundraising on our community pipeline. This will involve exploring new opportunities within this area, enhancing existing supporters' experience and engaging others in the community with Sands.

## **Main Responsibilities**

- Manage Sands community fundraising events portfolio to ensure that each event is delivered on time and achieves its full potential both in terms of reach and funds raised. Work on the development of products within our community pipeline such as Baby Loss Awareness Week Ribbon Displays and Schools programme, looking at ways to maximise the opportunities, and capturing learnings that will inform future testing.
- Work with community groups, schools, local businesses and Individuals supporting them in their fundraising efforts and ensuring all opportunities achieve their potential both for income, reach and engagement.

- Supporting volunteer groups with fundraising activities throughout the year. Most notably in Sands Awareness Month and Baby Loss Awareness Week and ensuring the Sands products are sold into these groups where appropriate.
- Line manage one Supporter Care Co-ordinator who underpins the day-to-day delivery of community fundraising activities as well as other supporter care services. Work with the Income and Engagement team to look at innovative ways to raise the profile of community fundraising with our supporters and ensure we increase our reach at a local level.
- Support the Head of Mass Participation Events and Community Fundraising with the review and development of onward journeys of our community audiences, testing opportunities to upsell other activities to engage and support Sands.
- Create engaging content to be used across multiple channels that inspire supporters and is empathetic to those who have been affected by the loss of a baby.
- Deliver world class stewardship plans which maintain engagement with the work of Sands and ensure every one of our supporters feel valued, thanked and inspired to continue their support.
- Develop a marketing plan for Sands' Community fundraising activities that will appeal to warm audiences and attract new supporters.
- Manage related budgets, ensuring that income is on track and achieved, and that spend results in good ROI.
- Produce regular reports on activities, identifying any risks and mitigating actions to be taken.
- Maintain efficient records of supporters on ThankQ CRM system
- Capture and identify real life and story-telling opportunities and use these where appropriate in communication to demonstrate the impact of Sands work and engage potential new supporters.
- Attend Sands related events, as necessary, sometimes outside normal working hours.
- Work with the Event Fundraising Manager to manage the Get Involved section of Sands website ensuring fundraising activities are up to date and that content is engaging, inspiring and connects a supporter with the impact they could make.
- Proactively build strong relationships with internal stakeholders, involving them in positive ways to ensure long term positive outcomes.

## **General**

- Undertake other duties as required by the Head of Mass Participation Events and Community Fundraising, and Assistant Director of Fundraising and Engagement from time to time.
- Take an active role in monthly Income and Engagement Team meetings.
- To represent Sands at both internal and external events, meetings and presentations.
- Work flexibly and proactively with other members of the team.



- Maintain confidentiality over personal information relating to staff and supporters.
- Abide by all Sands Policies and Procedures.
- Participate in monthly 1:1s, annual appraisal and personal development review.
- Promote the Sands vision and values

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

# Person Specification

<b>Critical Skills</b>
<ul style="list-style-type: none"> <li>• Relevant experience in a similar role with responsibility for generating fundraising income across digital channels</li> <li>• Experienced in managing community fundraising activities and the various stakeholders' relationships within this.</li> <li>• Experience of developing and maintaining positive donor journeys and increasing supporter's lifetime value</li> <li>• Excellent copywriting and storytelling skills</li> <li>• Excellent communication skills and ability to work with a variety of stakeholders</li> <li>• Financial literacy with regards to income and expenditure budgets</li> </ul>
<b>Other Skills and Experience required</b>
<ul style="list-style-type: none"> <li>• Strong IT skills including the use of basic software</li> <li>• Experience of recruiting a range of volunteers to support at events</li> <li>• Budget management experience (desirable)</li> <li>• An understanding of maternity, health care policy and practice across the UK (desirable)</li> <li>• Demonstrable understanding of Fundraising Regulator's Code of Fundraising Practice to ensure all fundraising is legal, honest, open and respectful.</li> <li>• Experience of working from and being a self starter (desirable)</li> </ul>
<b>Competencies</b>
<ul style="list-style-type: none"> <li>• Strong IT skills including the use of basic software (CRM desirable)</li> <li>• Excellent attention to detail</li> <li>• Ability to cope with demanding situations and work to tight deadlines</li> <li>• Good interpersonal skills and ability to promote and develop teamwork</li> <li>• Strong organisational skills, with considerable attention to detail</li> <li>• Ability to monitor and maintain own standards</li> <li>• Ability to maintain a high level of confidentiality regarding sensitive and confidential information</li> <li>• Ability to commit to and work within the aims, principles and policies of Sands</li> <li>• Ability to promote Sands' vision and values, distinct from any personal opinions</li> <li>• Ability to work evenings and weekends to attend supporter events and to undertake occasional travel throughout the UK</li> </ul>
<b>Qualifications required</b>
<ul style="list-style-type: none"> <li>• Have significant experience of working in a similar role (essential)</li> <li>• Certificate in Fundraising (desirable)</li> </ul>