



Sands
Application Information

Stories Officer
1-Year Fixed-Term Contract

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

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 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.

Bereaved parents and families are at the heart of why Sands exists. Sharing their experiences of pregnancy and baby loss, and what connects and involves them with our work, is both an important part of their bereavement journey and a way to demonstrate the need for our vision and mission to succeed. This role will help us to show in a real and human, authentic way, what Sands is doing to save babies' lives and support bereaved families.

Sharing these personal stories in external communications will help us reach more people, bringing to life the work we do in a way that engages diverse audiences, and increasing the likelihood of their taking actions in support of Sands.

This new role has been developed to support the Communications & Engagement team to develop our story-telling function, build our real stories library and ensure the associated consent and stewardship processes are compassionate, efficient and effective. The Stories Officer will ensure wherever possible, that external communications assets and content created by teams across Sands includes the voices of people touched by pregnancy and baby loss – including those who have been personally affected, and those who are allies of Sands, such as healthcare professionals, corporate partners, research partners, fundraisers and more.

You will have experience of working in a charity stories or communications team, or in a stories-led environment such as journalism.

A good knowledge of compliance and safeguarding issues, including experience of working with vulnerable people in a communications context is required.

With excellent written communication and creative skills, you will be able to produce work that captures and conveys real life experiences in a sensitive and compassionate tone.

You will be highly organised with the ability to multi-task and work across more than one project simultaneously.

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: 12th June 2025

Interview Date: w/c 30th June 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:	Stories Officer
Responsible to:	Communications & Engagement Lead
Department:	Communications & Engagement
Location:	Home-based
Contract:	Fixed-term for 12 months
Salary:	£32,000 per annum plus £312 Home Worker Allowance per annum
Hours:	35 hours per week (9.30am to 5.30pm but flexible hours will be considered)

Main Purpose of Job:

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Sharing these personal stories in external communications will help Sands reach more people, bringing to life the work we do in a way that engages diverse audiences, and increasing the likelihood of their taking actions in support of Sands.

These stories could be shared in a wide variety of ways, including through traditional media outlets, and form a valuable source of content for Sands's own channels, including our website, social media, email marketing, and other marketing materials, reports, and partner communications. By proactively seeking out and creating opportunities for anyone wanting to share their story with Sands, and working cross-organisationally, we can create user journeys that guide people towards other ways to continue their journey with Sands and make a difference as part of our community.

Key responsibilities:

- Manage the Your Stories submissions from the website (reactive) and direct approaches to individuals for stories via Sands teams and communications channels (proactive); create and manage a compassionate process that recognises that sharing their story is an important part of someone's bereavement journey, balancing this with the need for high quality content to be shared on our website and across other channels.
- Work with colleagues across Sands to proactively identify opportunities to request stories and case studies. Edit content, and/or interview individuals as appropriate, to produce effective and powerful stories that can be adapted to meet the needs of all teams (consent dependent), including media, cases for support, fundraising materials, direct marketing, social media, websites and publications.
- Work with colleagues across Sands to ensure the stories collection process is smooth and integrated with the CRM and Digital Asset Management Library.
- Work with the Communications & Engagement Lead to identify media opportunities where stories can be used to maximise proactive charity announcements, place features that help raise awareness of pregnancy and baby loss, and respond to external events and news, to tell a coherent and engaging story about what Sands does and why.
- Draft and pitch people-led stories to media outlets and liaise with journalists regarding opportunities and interviews with case studies who have shared their stories with us.
- Working in collaboration with all teams across Sands to ensure an effective stewardship process is in place for case studies, and that up-to-date information is stored on the case study library, digital asset management system and CRM.
- Ensure there is a range of stories and case studies, with particular focus on EEDI and liaise with supporter, volunteer and parent facing teams for them to identify individuals to approach for stories and or to become case studies.
- Work with colleagues in the Communications & Engagement team to create social media and video content that features stories and case studies.
- Ensure all records of stories and Sands case studies comply with the Data Protection Act, the General Data Protection Regulation (UK GDPR) and are in line with Fundraising Code of Practice.
- Promote best practice in the recruitment, use and support of case studies and in the systems used to store and manage their data.

- Encourage all staff to identify new stories and case studies in the course of their work and with the support of the Communications & Engagement Lead provide training and support for staff on how to do this.
- Maintain the highest standards of ethical and personal practice to ensure that supporter's wishes and rights are always fully understood and represented in all of these areas.

General

- Be a core member of the Communications & Engagement team and wider Income & Engagement department, working in collaboration with colleagues in other departments to deliver strategic objectives.
- To work flexibly and adaptably.
- To undertake other duties as required by the Head of Communications & Engagement, Director of Income & Engagement and Board of Trustees from time to time.
- Abide by all Sands Policies and Procedures
- Undertake all mandatory training as required.
- The post holder must familiarise themselves 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.

Person Specification

Essential Skills and Competencies
<ul style="list-style-type: none">• Experience working in a charity stories team or communications team, or in a stories-led environment, such as journalism.• Experience working to tight deadlines and ability to work under pressure and prioritise tasks to achieve results.• Knowledge of compliance and safeguarding, including experience of working with vulnerable people in a communications context.• Highly organised with ability to multitask and work across more than one project simultaneously.• Excellent writing skills with a strong attention to detail – to produce work that captures and conveys real life experiences in a sensitive, compassionate tone, which is accurate and uses Sands’ brand voice.• Risk awareness: Be responsible for maintaining a strong work ethic and awareness of the consequences of their work on the team and the wider Sands brand.• Have strong communication and creative skills and be able to judge how to speak and interact with projects and individuals.