

Sands  
Application Information

**Virtual Fundraising Events Officer  
(1 Year Fixed-Term Contract)**

---

August 2022

## About Sands

---

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 baby deaths and save babies' lives.

Sands raises awareness of baby loss and works with governments, 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 over 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

---

## 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 Service

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 Aegon 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.

## 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

---

Sands is recruiting a Virtual Fundraising Events Officer to assist in the delivery of our growing virtual events programme.

This is an exciting time to join Sands who are in a period of ambitious growth. This role will make a valuable contribution to Sands fundraising strategy and will help to deliver a range of new and existing virtual events. In this new role you will be responsible for the management of our online fundraising communities and the stewardship of this audience, and you will assist with the promotion and recruitment for our virtual fundraising activities.

The post-holder will develop and build positive relationships with Facebook group members, as well as ensuring delivery of a world class supporter experience to this audience so that they meet and exceed their target. You will need to maximise engagement with this audience through and ensure that supporters experience with the charity is one that is positive.

With experience and understanding of social media platforms and how to effectively communicate through these channels, you will help Sands to ensure that supporters are valued and understand the impact of their fundraising. A highly effective communicator, you will have excellent writing skills and be confident in responding to enquiries.

This is an exciting and rewarding role which offers 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](mailto:recruitment@sands.org.uk). Please also complete the Diversity and Equality Monitoring Form and send this with your application.

**Closing date for applications: 28<sup>th</sup> August 2022**

**Interview Date: 5<sup>th</sup> September 2022**

As we have limited staff resources, we are unable to provide candidates with feedback about their applications. **Interviews will be held online via Zoom.**

## Job Description

---

<b>Job Title:</b>	Virtual Fundraising Events Officer
<b>Responsible to:</b>	Senior Community and Local Partnerships Officer
<b>Location:</b>	Homebased
<b>Contract:</b>	1 Year Fixed-Term Contract
<b>Hours:</b>	Full Time – 35 Hours per Week (9.30am – 5.30pm, with a 1 hour unpaid lunch break)
<b>Salary:</b>	£28,875 per annum plus £312 Home Worker Allowance per annum

This role will suit someone who has a passion for social media and who is a good communicator with the drive to develop their skills in fundraising in a dynamic and fun environment.

This post is currently homebased. There will be the need to work at weekends and during evenings on a regular basis and hours can be flexed accordingly. 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.

---

### ***Main Purpose of Job:***

This role will be responsible for supporting the promotion, organisation and delivery of a wide range of virtual events at Sands, in order to grow Sands' fundraising income and raise awareness of our work.

You will help increase Sands online presence through excellent stewardship of large audiences who are both warm and new supporters.

You will be instrumental in developing and building positive relationships with our Facebook communities. You will ensure delivery of a world class supporter experience, helping supporters reach and exceed their fundraising targets, ensuring their continuing support and their lifetime value is maximised.

Working with the wider Income and Engagement teams you will monitor the ongoing impact of the pandemic and how best to adapt our activities in order to achieve financial targets.

## **Main Responsibilities**

- Provide support to the Community Supporter Engagement Manager and Senior Community and Local Partnerships Officer in the management, promotion and organisation of Sands' virtual fundraising activities, helping to grow income and our supporter base.
- Manage our Fundraising Facebook group, scheduling content, engaging with posts, responding to queries and providing first-class supporter care.
- Act as a main point of contact for supporters taking part in Sands virtual fundraising activities, offering administrative and other support to the team.
- Help to create and support monitoring of Sands Fundraising Facebook ads, and provide a weekly update on performance of these.
- Respond to direct messages from supporters on Facebook as well as assist with the fundraising enquiries in the main Sands Facebook account.
- Manage and process supporter orders for fundraising packs and additional materials, making order amendments, and responding to queries.
- Deliver world class stewardship plans which maintain engagement with events and the Sands cause and ensures every one of our participants feel valued, thanked and inspired to continue their support.
- Draft e-comms to support supporters taking part in our virtual fundraising activities.
- Manage the events section of Sands website ensuring events and challenge series are up-to-date.
- Carry out market research on other virtual fundraising activities in the sector sharing and applying learning to your work at Sands.
- Build and maintain strong and mutually beneficial relationships with all Sands community groups and organisations.

## **General**

- Support organisations, groups and individuals fundraising online and ensure they abide by appropriate terms and conditions.
- Ensure a learning cycle approach and capture learning direct from supporters through a range of methods and channels.

- Maintain efficient records of supporters on thankQ CRM system.
- Work with Engagement function to produce branded fundraising resources.
- Develop relationships with current external stakeholders and identify and cultivate relationships with new ones in a variety of ways including by phone, in writing and face to face meetings as appropriate.
- Proactively build strong relationships with internal stakeholders, involving them in positive ways to ensure long term positive outcomes.
- Undertake other duties as required
- Take an active role in monthly Income and Engagement Team meetings.
- 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.
- Undertake all mandatory training as required.
- Promote the Sands vision and values.

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

## Person Specification

<p><b>Critical Skills</b></p> <ul style="list-style-type: none"> <li>• Relevant experience in a similar role with responsibility for generating fundraising income</li> <li>• Experienced in organising and promoting virtual challenge events within the charity sector</li> <li>• Experience of developing and growing income streams</li> <li>• Experience of developing and maintaining positive donor journeys especially in relation to challenge event fundraising</li> <li>• Good understanding of raising income potential from virtual fundraising activities.</li> <li>• Excellent communication skills (both written and verbal)</li> <li>• Excellent social media skills</li> <li>• Excellent copywriting skills</li> <li>• Understanding of Social Media channels</li> <li>• Excellent attention to detail</li> </ul>
<p><b>Other Skills and Experience required</b></p> <ul style="list-style-type: none"> <li>• Strong IT skills including the use of basic software (thankQ desirable)</li> <li>• Experience of recruiting a range of volunteers to support at events</li> <li>• Knowledge of the Institute of Fundraising codes of best practice</li> </ul>
<p><b>Competencies</b></p> <ul style="list-style-type: none"> <li>• Ability to cope with demanding situations and work in a fast paced environment.</li> <li>• Ability to work flexibly and in isolation at home</li> <li>• Ability to be self motivated</li> <li>• Be a proactive individual with a 'can do' attitude.</li> <li>• Good interpersonal skills and ability to build rapport with supporters.</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> </ul>
<p><b>Personal Qualities</b></p> <ul style="list-style-type: none"> <li>• Confident and enthusiastic attitude</li> <li>• Ability to empathise and be sensitive in difficult circumstances</li> <li>• Willingness to learn and use initiative</li> <li>• Able to work under pressure and to targets/timeframe</li> <li>• Creative, flexible character and a generator of ideas</li> <li>• Excellent attention to detail and planning and organisational skills</li> <li>• A team player</li> </ul>
<p><b>Qualifications required</b></p> <ul style="list-style-type: none"> <li>• Recognised Fundraising qualification (desirable)</li> </ul>