



Sands
Application Information

**Virtual Fundraising Officer
(4 Month Fixed-Term Contract)**

May 2024

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.

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 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 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 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 support the promotion, organisation and delivery of 2-3 virtual events at Sands, in order to grow our fundraising income and raise awareness of our work.

The post-holder will help increase Sands' online presence through excellent stewardship of large audiences who are both warm and new supporters.

The role also involves developing and building positive relationships with our Facebook communities.

We are looking for a candidate who can provide a world class supporter experience, helping supporters reach and exceed their fundraising targets, ensuring their continuing support and their lifetime value is maximised.

You will have relevant experience in a similar role, preferably with responsibility for generating fundraising income.

Experience of developing and maintaining positive donor/customer relationships is essential, as is experience of resolving customer/supporter queries in a timely and efficient manner.

An excellent communicator and team player, you will have a sound knowledge and experience of using a range of social media channels.

You will be able to demonstrate excellent attention to detail, have a highly organised approach and be able to meet targets and deadlines.

This is an exciting and rewarding role which will make a real difference to Sands' work in supporting bereaved families.

Please note this is a 4-month fixed term contract.

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 : 16th June 2024

Interview Date: w/c 1st July 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

Job Title:	Virtual Fundraising Officer
Responsible to:	Event Fundraising Manager
Department:	Income Generation Team
Location:	Home-based
Contract:	4 months fixed-term contract
Salary:	£31,000 per annum pro rata plus £312 per annum pro rata Home Working Allowance
Hours:	35 hours per week (9.30am to 5.30pm but flexible hours will be considered)

Main Purpose of Job:

This role will be responsible for supporting the promotion, organisation and delivery of 2-3 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.

The post-holder 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.

Main responsibilities:

Provide support to the Digital Fundraising Manager, Events Fundraising Manager and Virtual Fundraising Officers in the management, promotion and organisation of Sands' virtual fundraising activities, helping to grow income and our supporter base.

Manage our Fundraising Facebook groups, 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, including responding to emails and taking phone calls.

Respond to direct messages from supporters on Facebook and other social platforms 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.

General:

Support organisations, groups and individuals fundraising online and ensure they abide by appropriate terms and conditions.

Undertake other duties as required

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

Core Behaviours

Importance	Criteria	Assessment
Essential	Confident and enthusiastic attitude	Application and interview
Essential	Ability to empathise and be sensitive in difficult circumstances	Application and interview
Essential	Willingness to learn and use initiative	Application and interview
Essential	Creative, flexible character and a generator of ideas	Application and interview
Essential	A team player	Application and interview

Skills and Experience

Importance	Criteria	Assessment
Essential	Relevant experience in a similar role (preferably with responsibility for generating fundraising income)	Application and interview
Essential	Experience of resolving customer/supporter queries in a timely and efficient manner	Application and interview
Essential	Experience of developing and maintaining positive donor/customer relationships (preferably in a fundraising environment)	Application and interview
Essential	Good understanding of raising income potential from virtual fundraising activities	Application and interview
Essential	Excellent communication skills (both written and verbal)	Application and Interview
Essential	Excellent social media skills and understanding of social media channels	Application and interview

Essential	Excellent copywriting skills	Application and interview
Essential	Able to work under pressure and to meet targets and deadlines	Application and interview
Essential	Excellent attention to detail, planning and organisational skills	Application and interview
Essential	Strong IT skills including the use of basic software	Application and interview
Desirable	Knowledge of the Institute of Fundraising codes of best practice	Application and interview