

# Sands Application Information **Campaigns Officer**

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May 2022

## About Sands

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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

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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 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 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.

We have a vacancy for a Campaigns Officer to support our work in saving babies' lives, and ensuring the provision of excellent bereavement care after pregnancy or baby loss.

In this new and exciting role, you will help deliver impactful campaigns, which place reducing stillbirth and neonatal death firmly on national agendas and call for the provision of excellent bereavement care after pregnancy loss or the death of a baby.

You will be a great communicator with relevant experience including evidencing campaign impact, including reporting, monitoring and measuring outputs and impact plus experience of devising and creating compelling e-actions.

With excellent verbal and written communication skills including experience of drafting engaging digital campaign content, you will be able to build relationships with colleagues, volunteers and external stakeholders working in a collaborative and inclusive way.

A high level of flexibility and proactivity is essential, together with the ability to work well across different teams and on your own initiative. You will have the skills to be able to absorb and understand complex issues and get them across in a clear and concise way.

You will therefore need to demonstrate a well-organised approach, be able to cope with demanding situations and meet tight deadlines

In addition to the above, you will understand and empathise with the needs of bereaved parents and have an excellent understanding of diversity issues.

## 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 : 13<sup>th</sup> June 2022**

**Interviews: w/c 27<sup>th</sup> June 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

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<b>Job Title:</b>	<b>Campaigns Officer</b>
<b>Responsible to:</b>	Head of Public Affairs and Campaigns
<b>Location:</b>	Home based with occasional travel
<b>Contract:</b>	Permanent
<b>Salary:</b>	£31,500 per annum plus £312 Home Worker Allowance
<b>Hours:</b>	Full Time – 35 hours per week

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## Main Purpose of Job:

Help deliver integrated and impactful campaigns, which place reducing stillbirth and neonatal death firmly on national agendas and call for the provision of excellent bereavement care after pregnancy loss or the death of a baby:

1. Support the delivery of integrated campaigns across the organisation
2. Support the development and on-going engagement of a core of committed Sands campaigns supporters
3. Ensure that Sands campaigns are evidence based and reflect the views and experiences of a diverse range of bereaved parents and families

## Key Responsibilities

### *Support the delivery of integrated campaigns across the organisation*

- Devise and create compelling e-actions using the Sands digital campaigning platform
- Write engaging campaigns content and share activity via social media channels, regularly updating pages on the Sands website
- Contribute to the development of campaign strategies to advance Sands' strategic objectives
- Work with Engagement Team colleagues to create impactful digital campaigns content across different platforms, ensuring policy asks are effectively communicated to key audiences
- Work with colleagues to support the production of press releases and responses to media inquiries
- Organise campaign events (virtual or in person)

### *Support the development and on-going engagement of a core of committed Sands campaigns supporters*

- Ensure key data and information about Sands campaigns and our campaigners are up to date and stored in the relevant place, including the Sands database
- Support the creation of effective campaign supporter journeys to build a network of valued and engaged supporters
- Build Sands campaigning capacity, creating resources to help our campaigners lobby decision-makers locally and nationally

*Ensure that Sands campaigns are evidence based and reflect the views and experiences of a diverse range of bereaved parents and families*

- Undertake evidence gathering projects to support Sands campaigns work, including collating and analysing data and presenting findings in an accessible and engaging way
- Ensure that the views of bereaved parents and families inform Sands campaigns and provide opportunities for Sands volunteers to get involved in our campaigning activity
- Provide direct support to bereaved parents to help them become confident campaigners, so they are well informed, equipped to speak out and know how to go about it

#### *General Tasks*

- Undertake any other duties commensurate with the role as required by the Head of Public Affairs and Campaigns and the Director of Research, Education and Policy
- Model the culture and values of Sands at all times
- Work flexibly with other members of staff and team, with occasional evening/weekend working
- Maintain a high level of confidentiality and professional conduct
- Abide by all Sands Policies and Procedures and undertake all mandatory training as required

# Person Specification

Skills/Experience		
Importance	Criteria	Assessment
1. Essential	Experience of supporting the delivery of impactful campaigns	Application and Interview
2. Essential	Ability to gather evidence, absorb and understand complex issues and communicate them effectively to diverse audiences	Application and Interview
3. Essential	Excellent verbal and written communication skills with experience of drafting engaging digital campaign content	Application and Interview
4. Essential	Experience of devising and creating compelling e-actions	Application and interview
5. Essential	Experience of evidencing campaign impact, including reporting, monitoring and measuring outputs and impact	Application and interview
6. Essential	Ability to represent Sands professionally, remaining politically neutral	Application and Interview
7. Essential	Experience of using Excel to manipulate data and store information	Application and Interview
8. Desirable	Experience of drafting media releases to support campaigns work	Application and Interview
9. Desirable	Experience of supporting local campaigns	Application and Interview
10. Desirable	Experience of using a database	Application and Interview
Core Competencies		
Importance	Criteria	Assessment
11. Essential	Ability to build effective working relationships with colleagues, volunteers and external stakeholders working in a collaborative and inclusive way	Application and Interview
12. 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

13. Essential	An understanding of and empathy with the issues surrounding the death of a baby	Application and Interview
14. Essential	Excellent understanding and advocacy of issues relating to equality, diversity and inclusion	Application and Interview
15. Essential	Able to work occasional evenings and weekends and to undertake occasional travel within the UK	Application and Interview