

Sands
Application Information

**Communications and Engagement
Officer**

March 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

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 are able to 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!

About the role

This is an exciting role based within the Engagement Team at Sands. The post-holder will be involved in a broad spectrum of duties including planning and delivering communications to key groups including supporters, volunteers, journalists, ambassadors and staff.

Additionally, the post holder will write, edit, co-ordinate and publish content across various channels including the Sands website, social media, and print and online marketing materials. Other functions of the role include planning and implementing communications and marketing campaigns to raise awareness or funds, while progressively improving organisational understanding of what works for different audiences.

With experience in a similar role, you will have excellent attention to detail and have a highly organised approach to your work. An excellent communicator and team player, you will be able to develop productive relationships with other Sands colleagues and external stakeholders.

You will have a sound knowledge and experience of social media platforms including Facebook, Twitter, Instagram and related platforms such as Storify. Additionally, you will have good design skills and basic HTML knowledge.

Knowledge of how a press office works and ability to work with the media is essential, as is experience of online marketing and e-newsletter distribution.

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. Please also complete the Diversity and Equality Monitoring Form and send this with your application.

Closing date for applications : 25th March 2022

Interview Date: 7th April 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

Job Title:	Communications and Engagement Officer
Responsible to:	Head of Digital and Engagement
Location:	Home-based
Contract:	Permanent
Salary:	£33,000 per annum plus £312 Home Worker Allowance per annum
Hours:	Full Time – 35 Hours per Week

Main Purpose of Job:

This role has a key role to play in planning and delivering communications to key groups, such as supporters, volunteers, journalists, ambassadors and staff. The post holder will write, edit, co-ordinate and publish content across various channels, including the website, social media, and print and online marketing materials. They will also plan and implement communications and marketing campaigns to raise awareness or funds, while progressively improving organisational understanding of what works for different audiences.

Key responsibilities:

Digital

Support the Digital Engagement officer to

- Develop, manage and update content for websites
- Social media account monitoring, updating and content generation
- Plan and create multi-media communications materials
- Research the digital environment, spot opportunities and prioritise and flag key opportunities for engagement, fundraising and support services teams

Communications, brand and marketing

- Produce, edit and distribute updates and materials for external and internal audiences, dealing sensitively with those whose personal experiences might be featured
- Provide communications support for campaigns

- Help market and communicate events, such as seminars, conferences, and events for the public
- Provide creative, editorial and operational support for communications projects and report on progress
- Review material regularly, on the basis of feedback if possible
- A/V content creation e.g. podcasts and videos (filming and editing). Basic editing filming and comfortable use of apps to create digital content videos quickly.
- Proof read materials e.g. ecomms; reports, guides
- Contribute to administrating key engagement planners and CRM (Design production schedule, Engagement Planner, Social planner)
- Support other teams with project briefing process
- Support Creative Design Lead with design, print and product process

Media & PR

- Field enquiries from stakeholders including journalists, politicians and volunteers
- Create press releases and statements as needed
- Maintain library system for press cuttings, monitor cuttings and report

General

- Participate as an active member of the Engagement team, working in collaboration with colleagues in other departments to deliver charity s strategic objectives.
- Provide cover for the press office where necessary
- To undertake other duties as required by the Director of Fundraising, Communications & Engagement, Engagement Manager and Board of Trustees from time to time
- To work flexibly with other members of the team
- To maintain confidentiality over personal information relating to staff
- Abide by all Sands Policies and Procedures
- Undertake all mandatory training as required
- Participate in annual appraisal and personal development review
- 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 the Sands vision and values at all times

This Job Description is not contractual and is liable to change over time.

Person Specification

Core Competencies

Importance	Criteria	Assessment
Essential	Excellent attention to detail and ability to be meticulous in work	Application and interview
Essential	Good interpersonal skills and ability to work as part of a team, deputising where appropriate	Application and interview
Essential	Strong organisational skills	Application and interview
Essential	Ability to work occasional evenings and weekends and to undertake occasional travel throughout the UK	Application and interview
Essential	Empathy with Sands and its aims	Application and interview

Skills and Experience

Importance	Criteria	Assessment
Essential	Substantial experience in a similar role	Application and interview
Desireable	Sound experience of web content management systems (preferably Drupal)	Application and interview
Essential	Sound knowledge and experience of social media platforms including Facebook, Twitter, Instagram and related platforms such as Storify	Application and interview
Essential	Ability to write engaging copy and good editorial skills	Application and interview
Essential	Experience of working with outside agencies	Application & Interview
Essential	Design skills and basic HTML knowledge	Application and interview
Essential	Experience of online marketing and e-newsletter distribution	Application and interview
Essential	Knowledge of how a press office works and ability to work with the media	Application and interview
Desirable	Knowledge of digital campaigning and related online platforms and software	Application and interview

Desirable	An understanding of maternity, health care policy and practice across the UK	Application and interview
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