

Sands

Application Information

Digital Engagement Officer

December 2021

About Sands

Every day in the UK, 14 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 43 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

Sands is seeking an enthusiastic and creative Digital Engagement Officer who shares our vision for a world where fewer babies die.

This is an exciting opportunity to develop your career working in a collaborative and dynamic team. You will play a key role in our digital engagement campaigns and help manage day-to-day activities on all Sands' digital platforms.

The post-holder will provide support on all digital engagement activity in order to increase awareness of Sands amongst our target audience. This will include developing and updating content for websites, social media account monitoring, researching the digital environment to spot engagement opportunities and ensuring all communications are consistent with our values.

You will be highly creative with a keen eye for detail, and be able to meet digital engagement targets while managing your time effectively.

With sound experience of web content management systems (preferably Drupal), you will be comfortable using a wide range of social media platforms. The ability to write engaging copy is essential, as is knowledge of SEO and analytics plus basic HTML knowledge.

You will have excellent communication and team-working skills, and have a highly organised approach to your work. An appetite for continual learning and development is essential, and you must have a high level of empathy for the work that Sands does in order to help us become the leading voice on baby loss in the UK.

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 : 3rd January 2022

Interview Date : w/c 17th January 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:	Digital Engagement Officer
Responsible to:	Digital Engagement Lead
Department:	Engagement
Location:	UK wide home based with occasional travel including to London head office
Contract:	Permanent
Salary:	£27,000 per annum plus £312 Home Worker Allowance
Hours:	35 hours per week (9.30am to 5.30pm)

Main Purpose of Job:

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 are looking for a creative Digital Engagement Officer with a passion for creating a positive impact to join our collaborative, dynamic team. You will play a key role in our digital engagement campaigns and help manage day-to-day activities on all digital platforms.

We are looking for someone who is creative, has an eye for detail, and is able to meet digital engagement targets while managing their time effectively.

Working closely with the Digital Engagement Lead, you will support on all digital engagement activity in order to increase awareness of Sands amongst our target audience, to position Sands as a leading voice on baby loss, and to support on income generation to fund our work.

Key responsibilities:

Support the Digital Engagement Lead on

- Delivery of our digital engagement strategy across multiple channels
- Social media account monitoring, updating and content generation
- Developing, managing and updating content for websites

- Supporting delivery of our paid advertising campaigns
- Taking a data-led approach to grow engagement, showing an understanding of SEO, Google Analytics and social media native platforms' analytics
- Producing creative content that engages and spreads our message with creative flair
- Producing monthly analytics report
- Supporting the relationship with our web hosting agency, raising support tickets and reviewing maintenance logs
- Ensuring all communications are consistent with our values, compassionate and sensitive to the circumstances of beneficiaries and supporters
- Research the digital environment, spot opportunities and prioritise and flag key opportunities for engagement, fundraising and support services teams
- Basic filming and editing skills. Comfortable use of apps to create digital content videos quickly.
- Contribute to administrating key engagement planners and CRM (Engagement Planner, Social planner)
- Support other teams with project briefing process
- Provide digital engagement support for other teams

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 social media when necessary
- To undertake other duties as required by the Director of Income & Engagement, Assistant Director of Income & Engagement, Head of Digital and Engagement, Digital Engagement Lead 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	Experience in a similar role	Application and interview
Essential	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, LinkedIn, YouTube, TikTok	Application and interview
Essential	Ability to write engaging copy and good editorial skills	Application and interview
Essential	Knowledge of SEO and Analytics	Application & Interview
Essential	Design skills and basic HTML knowledge	Application and interview
Essential	An appetite for continual learning and development of skills and expertise	Application and interview
Desirable	Experience with paid digital advertising (Facebook and Instagram ads, Google Ads)	Application and interview

Desirable	Excellent IT skills to include Microsoft Office and an understanding of Adobe and Canva creative programs or similar.	Application and interview
Desirable	Experience of working with outside agencies	Application and interview