

Sands  
Application Information  
**Legacy and In-Memory Development  
Manager**

---

October 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](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 independent, free and confidential counselling and information telephone service. Support is available on a range of issues including legal, financial, emotional, health issues 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.

## **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

---

We are seeking an enthusiastic Legacy and In-Memory Development Manager to lead the implementation, development and growth of a legacy giving programme for Sands. This is an exciting new role which is responsible for developing and delivering a cross-organisational strategy, which will increase Sands' legacy income by more than 30% over the next five years. The role will also drive improvements in Sands' In-Memoriam fundraising activity.

This is therefore a pivotal role, with the aim of producing long-term sustainable income growth for Sands.

The post-holder must be able to demonstrate a proven track record of successfully managing integrated and engaging legacy marketing communications. With substantial experience of meeting targets and producing detailed financial analysis, you will also have proven direct marketing project management skills and be able to work collaboratively in order to develop and set a fundraising strategy.

An excellent communicator, you be able to develop and maintain good relationships with supporters, Sands staff and volunteers.

You will also be resilient and highly-organised, with the ability to cope with demanding situations and develop creative solutions to problems.

## To apply:

Please submit your CV, together with a separate supporting statement in word or PDF 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 : 25<sup>th</sup> October 2021**

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>	Legacy and In-Memory Development Manager
<b>Responsible to:</b>	Assistant Director of Income and Engagement and working closely with the Head of Digital and Engagement
<b>Responsible for:</b>	In Memory Fundraising Officer
<b>Department:</b>	Income Generation team
<b>Location:</b>	Home based in the UK or at the Sands offices in London or Portadown.
<b>Contract:</b>	Permanent
<b>Salary:</b>	£42,500 per annum plus £312 Home Worker Allowance per annum
<b>Hours:</b>	Full Time – 35 Hours per week (Monday to Friday 9.30am – 5.30pm, with a 1 hour unpaid lunch break).

---

### Main Purpose

The Legacy & In-Memory Development Manager will lead the implementation, development and growth of a legacy giving programme for Sands in line with all relevant legislation and best practice. The initial focus will be on the development of a legacy strategy and on marketing. The role will also drive improvements in Sands' In-Memoriam fundraising activity and offering.

The Legacy & In-Memory Development Manager will be pivotal in growing income through developing and delivering a cross organisational legacy strategy that will increase Sands' legacy income by 30%+ over the next five years. Working closely with other teams, they will develop and launch Sands' first significant legacy marketing drive underpinned by a long-term strategy which will be informed by insight of Sands supporters. They will establish the fundamentals needed to raise the profile of legacies and establish legacies as a sustainable income stream for Sands.

This role will also review and enhance our well established in memory fundraising activity, ensuring that products and journeys are congruent with a world class supporter experience and are sensitive and respectful of our supporters and their needs.

Sands is investing in individual giving, legacies and in memory fundraising and this role will be pivotal to our ongoing success. The aim is to ensure that through providing a world class supporter experience we continue our exceptional growth and produce long term sustainable income, with integrated cross team planning between individual giving, in memory fundraising, campaigns, brand and engagement.

## **Main responsibilities**

- Develop the legacy marketing strategy and launch programme
- Develop, manage and implement all legacy and in memory events, digital, campaigns and supporter journeys to achieve agreed income and expenditure targets
- In liaison with the Assistant Director of Income & Engagement and the Head of Digital & Engagement, develop the legacy marketing programme to best recruit retain and develop potential pledgers and supporters who are intending or considering leaving a gift in their will.
- Perform sector research into new and innovative areas of future development for Legacy marketing and in memory fundraising to support an ongoing Legacy and in memory fundraising strategy, ensuring our supporters are able to leave a gift in
- Working with the Engagement Team, help develop key messaging and deliver the internal marketing strategy to drive the awareness of legacies among supporters and volunteers
- Develop, agree and implement an investment programme to meet legacy and in memory marketing and resource requirements
- Research and drive innovation through our key campaigns and appeal channels and recommending new opportunities where required and ensuring agreed targets are met
- Develop appropriate systems and procedures to meet statutory and organisational requirements being the go-to person for guidance on the regulation relating to legacy marketing and administration.

## **Management**

- Manage the relationship with external agencies and providers who are engaged in our legacy marketing activity.
- Line manage In Memory Fundraising Officer
- Set processes and ways of working to ensure that the campaigns undertaken throughout the year are managed effectively and are exceeding targets and KPI's.
- Formulate and manage the Legacy Marketing and in memory fundraising budget and contribute to the overall Individual Giving budget.
- Develop the investment programme to build an effective legacy marketing team
- To work with the Supporter Services and Database Marketing Manager and with the Finance and Governance teams to ensure joined up approaches and processes in Legacy Marketing and Legacy Administration.
- Ensure all organisational policies and procedures including data protection and charity regulation are adhered to.
- Work in conjunction with the wider teams to ensure that Sands becomes a "Legacy" charity where all staff and volunteers understand the key legacy messages and the vital role they play.
- To help to build a positive reputation for Legacy Marketing and the Fundraising department internally and externally.
- Ensure all Legacy Marketing campaigns are compliant with the Fundraising Regulator codes, and all other relevant regulation.

- Ensure that all Legacy Marketing campaigns support Sands' brand and follow agreed brand guidelines.
- Ensure all legacy and in memory marketing is responsive to and respectful of our supporter's needs

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

# Person Specification

## Skills and experience

Importance	Criteria	Assessment
Essential	The ability to work collaboratively to develop and set a fundraising strategy and develop plans from this strategy	Application and interview
Essential	Experience of seeking insight and managing legacy marketing campaigns as part of a complex multi-channel, multi-product integrated supporter communications programme.	Application and interview
Essential	Experience of developing and maintaining positive relationships with supporters	Application and interview
Essential	Proven experience of meeting targets and generating response, along with the experience of developing detailed financial analysis to maximise lifetime value	Application and interview
Essential	Strong IT skills including the use of basic software and a fundraising database	Application and interview
Essential	Experience of working as part of a successful management team, with line management experience	Application and interview
Essential	Proven direct marketing project management skills (particularly in legacy marketing, integrated campaigns and trialling new initiatives).	Application and interview
Essential	A good knowledge of the principles of data protection, and how to practically apply the requirements of GDPR legislation	Application and interview
Essential	Proven track record in achieving strong fundraising success through the management of integrated and engaging legacy marketing communications	Application and interview
Essential	Proven knowledge of working with Excel spreadsheets and databases to prepare and analyse data for supporter communications as part of an overall legacy marketing programme	Application and interview
Desirable	Experience of prospect research using a variety of tools and techniques	Application and interview
Desirable	Experience of working on a fundraising database	Application and interview
Desirable	Financial literacy and the ability to understand a project budget	Application and interview

### Core competencies

Importance	Criteria	Assessment
Essential	Empathy with Sands' aims, and comfortable working within a bereavement environment and talking to bereaved people	Application and interview
Essential	To have excellent communication skills with the ability to communicate effectively with volunteers, staff and supporters	Application and interview
Essential	Enthusiasm, resilience and a tenacity to succeed	Application and interview
Essential	Be able to develop creative solutions to problems	Application and interview
Essential	The ability to build relationships with key stakeholders at different levels within an organisation	Application and interview
Essential	Ability to cope with demanding situations and work to tight deadlines	Application and interview
Essential	Good interpersonal skills including team working	Application and interview
Essential	Strong organisational skills	Application and interview

### Qualifications

Importance	Criteria	Assessment
Desirable	A relevant fundraising, marketing or PR qualification	Application and interview