

Sands  
Application Information

---

**Marketing & Campaigns Manager**

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 42 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 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

Integrated marketing campaigns are integral to Sands' growth and are key to driving brand awareness, reach, engagement, income growth and social change. This new role, Marketing & Campaigns Manager, will be responsible for developing the strategy for Sands' core integrated marketing campaigns and coordinating subject matter experts across Sands to deliver campaign performance.

One of these campaigns is Baby Loss Awareness Week, an annual campaign, about to have its 20<sup>th</sup> Anniversary. Sands is the lead organisation of this campaign and works in alliance with over 100 other organisations to deliver Baby Loss Awareness Week.

The Marketing & Campaigns Manager will also be responsible for managing Marketing & Communications Officers and supporting other departments' in developing their marketing strategies to help them achieve their business goals. Acting as a consultant, your marketing expertise could help shape the future of volunteer recruitment, supporter acquisition, mobilisation campaigns, expansion of our Sands United teams, health professionals' training and fundraising product marketing.

You will be an audience-centred marketer that thrives in a fast-paced environment, an excellent communicator and a project manager with experience of managing multiple projects at once.

The role will work closely with the Head of Digital & Engagement and Director of Income & Engagement to spot opportunities that enable Sands to reach more people across the UK, helping more people to understand our work to save babies' lives and provide bereavement support to anyone affected by pregnancy loss or baby loss.

You will need to demonstrate experience of running successful digital and integrated marketing campaigns, project management and people management.

You will be an excellent communicator and relationship-builder, with an excellent attention to detail and an ability to work iteratively.

## 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: 16 January 2022**

**Interview Date : w/c 24 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

---

<b>Job Title:</b>	Marketing & Campaigns Manager
<b>Responsible to:</b>	Head of Digital & Engagement
<b>Department:</b>	Engagement
<b>Location:</b>	Home-based
<b>Contract:</b>	Permanent
<b>Salary:</b>	£45,000 - £48,000 per annum plus £312 Home Worker Allowance
<b>Hours:</b>	35 hours per week (9.30am to 5.30pm but flexible hours will be considered)

---

### **Main Purpose of Job:**

Integrated marketing campaigns are integral to Sands' growth and are key to driving brand awareness, reach, engagement, income growth and social change. This role will be responsible for developing the strategy for Sands' core integrated marketing campaigns and coordinating subject matter experts across Sands to deliver campaign performance.

One of these campaigns is Baby Loss Awareness Week, an annual campaign, about to have its 20<sup>th</sup> Anniversary. Sands is the lead organisation of this campaign and works in alliance with over 100 other organisations to deliver Baby Loss Awareness Week.

The Marketing & Campaigns Manager will also be responsible for managing Marketing & Communications Officers and supporting other departments' in developing their marketing strategies to help them achieve their business goals. Acting as a consultant, your marketing expertise could help shape the future of volunteer recruitment, supporter acquisition, mobilisation campaigns, expansion of our Sands United teams, health professionals' training and fundraising product marketing.

You will be an audience-centred marketer that thrives in a fast-paced environment, an excellent communicator and a project manager with experience of managing multiple projects at once.

The role will work closely with the Head of Digital & Engagement and Director of Income & Engagement to spot opportunities that enable Sands to reach more people across the UK, helping more people to understand our work to save babies' lives and provide bereavement support to anyone affected by pregnancy loss or baby loss.

**Key responsibilities:**

**People Management**

Be responsible for managing Marketing & Communications Officers, helping them to develop their skills in marketing, communications, stakeholder management and strategy development.

Deputise for Head of Digital & Engagement when appropriate .

**Campaign Management & Strategy Development**

Be responsible for the development, coordination and growth of Sands' annual integrated 'flagship campaigns', including:

- Sands' Awareness Month (SAM): Plan, coordinate and deliver the campaign with support from colleagues, ensuring each department contributes towards campaign aims and objectives such as driving more public awareness of Sands' and our work, optimising engagement and income, and driving mass change.
- Baby Loss Awareness Week (BLAW): Plan, coordinate and deliver BLAW across our network of Alliance members (over 100 charities), so that as many people as possible, both in the UK and globally, are aware of pregnancy loss and baby loss. Help Sands and its Alliance organisations reach, influence and mobilise more people, optimise conversion, income generation, and remembrance.

**Marketing Consultancy**

Support the Head of Digital & Engagement and other colleagues to develop and deliver a range of appeals and targeted campaigns. This could include:

- Individual Giving appeals and supporter acquisition
- Mobilisation and change campaigns
- Marketing our professional knowledge, consultancy and training services
- Volunteer recruitment
- Growth of Sands United FC and Sands in the Community
- Marketing our bereavement support services

## General

- Be a core member of the Engagement team and wider Income & Engagement department, working in collaboration with colleagues in other departments to deliver strategic objectives
- To work flexibly and adaptably
- To undertake other duties as required by the Head of Digital & Engagement, Director of Income & Engagement and Board of Trustees from time to time
- 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 Sands' vision and values at all times

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

**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.**

# Person Specification

---

## Core Competencies

Importance	Criteria	Assessment
Essential	Demonstrable experience of running successful digital and integrated marketing campaigns	Application, Interview and Task
Essential	Demonstrable experience of project management and coordinating stakeholders	Application and Interview
Essential	Excellent communicator with strong interpersonal skills	Application, Interview, and Task
Essential	Line management experience	Application and Interview
Essential	Excellent attention to detail balanced with an ability to work iteratively	Application and interview
Essential	Strong organisational skills	Application and interview
Essential	Willingness 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	Hands-on experience of marketing channels, and how to apply this to campaign strategy development	Application, interview and task
Essential	Ability to write engaging copy and good editorial skills	Application and interview
Essential	Experience of working with outside agencies and stakeholders	Application and Interview
Desirable	Experience of managing brands and ensuring communications adhere to brand guidelines	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