

# Sands Application Information **Online Training Content Creator**

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January 2021

## About Sands

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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

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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 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.

### **Season ticket loan**

Subject to qualifying criteria, Sands offers interest free loans to purchase season tickets for the journey between home and work.

### **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.

### **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!**

Sands has grown its income by over 40% since 2012 and is focusing on long-term growth, sustainability and success!

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

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We are looking for an experienced and enthusiastic Online Training Content Creator to join our dedicated Training and Education team. The Sands Training and Education team provide learning resources to wide range of organisations, including the NHS and other public sector organisations plus private commercial companies. This new role will be responsible for creating training packages for these external organisations as well as for our own network of Sands volunteers. Additionally, the successful candidate will also contribute to the creation of a new online learning hub, which is scheduled to be launched later this year.

You will have relevant experience of creating a variety of training and learning resources aimed at professional and volunteer adult learners, as well as creating training content for online delivery. Experience of using social media for sharing resources and educational messages is also desired.

A very high standard of presentation skills is essential, including the ability to write and express complex issues clearly. With a good working knowledge of bereavement, you will also have an understanding of the issues surrounding the death of a baby and the impact on healthcare professionals, parents and families.

You will have excellent interpersonal skills and be able to build effective working relationships with colleagues, volunteers, professional partners and target audiences. With a highly organised approach, you will be able to demonstrate an enthusiasm for continued learning and a willingness to adapt to changing circumstances.

Please note that this role is a 6 month fixed-term contract, with the possibility of extension subject to funding.

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## 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 :** 7<sup>th</sup> February 2021

**Interview Date :** Week commencing 15<sup>th</sup> February 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

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<b>Job Title:</b>	<b>Online Training Content Creator</b>
<b>Responsible to:</b>	External Training and Learning Resources Manager
<b>Location:</b>	Home working
<b>Contract:</b>	6 months fixed term
<b>Hours:</b>	35 hours per week
<b>Salary:</b>	£30,000 per annum pro rata plus £312 Home Worker Allowance per annum pro rata

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## **Key Responsibilities**

1. Write digital content and contribute to the creation of an online learning hub for a health care professional audience
2. Create digital training packages for volunteers who provide peer support to bereaved parents and families
3. Research, write and create a flexible range training and learning resources for health care professionals

## **Principal tasks**

- Contribute to the development of the an online learning hub, help design user journeys and ensure resources are relevant and evidence based
- Create a digital training package for Sands peer support volunteers, including webinar and digital resources
- Facilitate online train the trainer sessions for Sands Trainers and offer guidance to the training team as they delivery training to health care professionals and volunteers
- Develop innovative solutions for learning and training, incorporating “how to” guides, information materials, educational films and animations
- Research, write and develop flexible training resources to be used by health care and other professionals at webinars, workshops and /or individual learning
- Engage with Sands’ design team to ensure all training resources are high quality and in line with Sands branding guidelines
- Consult with colleagues, volunteers and stakeholders to ensure training resources are relevant and inclusive for our audiences

- Work with external digital agencies in the development of online learning platforms
- Undertake continuous learning and professional development, attend relevant training events, webinars and conferences
- Maintain an up to date knowledge of the following, which may have implications for Sands training and learning resources:
  - a) Current evidence based practice and professional guidance in the areas of maternity care, neonatal care and mental health
  - b) Key bereavement topics such as the parent experience, bereavement support, NHS investigations & reviews, communication skills, grief theory and bereavement care
  - c) Learning theory and training methods

### **General**

- Undertake any other duties commensurate with the role as required by the Training and Learning Manager, Director of Research, Education and Policy, Chief Executive and Board of Trustees
- Contribute to the successful delivery of Sands core aims and promote the Sands vision and values at all times
- Work flexibly with other members of staff and team, occasional evening/ weekend working is likely
- Maintain a high level of confidentiality and professional conduct
- Abide by all Sands Policies and Procedures
- Undertake all mandatory training as required
- Be familiar with matters relating to Health & Safety Management, affecting themselves, their department and the organisation as a whole

This job description is not contractual and is liable to change over time

## Person Specification

Skills and Experience		
Importance	Criteria	Assessment
Essential	Experience of creating a range of training and learning resources for professional & volunteer adult learners	Application and interview
Essential	Experience of creating digital webinar training content for online delivery	Application and interview
Essential	Working knowledge of bereavement care, bereavement support, grief and effective communication skills	Application and interview
Essential	Excellent presentation skills, including the ability to write clearly and express complex issues simply	Application and interview
Essential	Experience of using a range of IT packages, including PowerPoint, MSTeams, Zoom, Word, Outlook and Excel	Application and interview
Essential	Experience of using social media for sharing resources and educational messages	Application and interview
Desirable	Knowledge of NHS services and evidence based clinical practice in maternity care, neonatal care and mental health	Application and interview
Desirable	Experience in the marketing and promotion of training services and learning resources	Application and interview
Desirable	Experience of producing digital learning resources (e.g. podcasts, films and animations)	Application and interview
Core Competencies		
	Criteria	Assessment
Essential	An understanding of and empathy with the issues surrounding the death of a baby, for health care professionals and for parents and families	Application and interview
Essential	Excellent interpersonal skills with the ability to build effective working relationships with colleagues, volunteers, professional partners and target audiences	Application and interview
Essential	Knowledge of adult learning theory and appropriateness of digital training methods	Application and interview

Essential	Ability to manage own workload, be well organised and demonstrate strong time management skills	Application and interview
Essential	Enthusiasm for continued learning and a willingness to adapt to changing circumstances	Application and interview
Essential	Commercially aware with an ability to recognise new potential training and learning opportunities	Application and interview