

# Sands

## Application Information

### **Partnerships Development Lead**

---

August 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

---

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 recruiting a Partnerships Development Lead to help to grow and shape the future of Sands' corporate partnerships programme. This role will focus solely on business development including but not limited to strategic and multi-year collaborations, sponsorship, Charity of the Year and employee fundraising, and cause-related marketing.

The postholder will ensure there is an integrated process across Sands' functions including other areas of fundraising, engagement and communications, events and Sands' services. You will therefore have a high level of responsibility for the management of internal and external senior relationships.

With a high level of project management skills, you will be adept at developing the right case for support and activities to mutually meet the needs of the organisation and our partners. You will be a good communicator and influencer, a confident presenter and networker, with the ability to represent Sands externally and to produce high-quality prospect research, reports and pitch material.

You will work closely with department leads, and with two other members of the Partnerships and Philanthropy team to ensure relationships are appropriately managed and to deliver consistently high quality partnerships. Additionally, you will work closely with all members of this team to identify and collaborate on emerging opportunities for both commercial and private funding.

The ideal candidate will have demonstrable experience in cultivating high-level relationships with corporate partners and individuals across a range of engagement mechanisms – particularly working from home and digital.

## 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 : 1<sup>st</sup> September 2021 . Interviews will be held w/c 6<sup>th</sup> September.**

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>	<b>Partnerships Development Lead</b>
<b>Responsible to:</b>	Strategic Partnerships & Philanthropy Manager
<b>Location:</b>	Home based with travel to London when required
<b>Contract:</b>	Permanent
<b>Salary:</b>	circa £38,000 per annum plus £312 Home Worker Allowance per annum
<b>Hours:</b>	Full Time – 35 hours per week

---

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

- Securing partnerships from companies at the level of £50,000 and above, by utilising high-quality pitching and stewardship
- Developing a robust pipeline, conducting due diligence and cultivating opportunities for new partnerships and recognising opportunities for growth in existing portfolio
- Crafting and presenting appropriate propositions that align with prospects' objectives and Sands' strategic priorities, reflecting needs of unrestricted and restricted income
- Developing and implementing a yearly activity plan as part of the wider team to co-ordinate pitches, applications, reports and other activities to achieve targets

## Principal tasks and responsibilities

---

### **Responsibilities include but are not limited to:**

- Developing and implementing innovative partnership plans, paying particular attention to new markets and industries, and high profile brands to elevate brand profile of Sands
- Working alongside the Strategic Partnerships & Philanthropy Manager and Senior Leadership Team to develop bespoke proposals reflecting long-term needs of Sands, and recognising funding opportunities for new products including training and resource development
- Playing a significant role, working alongside the Strategic Partnerships & Philanthropy Partnerships Manager, in delivering an ambitious corporate strategy to meet or exceed our corporate partnerships budgets year-on-year

- Expanding networks utilising opportunities such as Sands' board of trustees and existing partnerships
- Lead prospect research analysis of potential partners and analysing their suitability to feed into the corporate prospect pipeline, ensuring the active pipeline maintains a broad spectrum of fundraising mechanisms including multi-year collaborations, sponsorship, Charity of the Year and employee fundraising, and cause-related marketing
- Providing opportunities for cross-selling to other Sands target audiences, such as high-, mid-value donors and prospects, existing partners and trusts/foundations, events and individual giving, managed by other members of the team
- Working closely with other members of the team to increase partnership retention, identify growth areas and ensure delivery of high-quality stewardship, managed by Sands' Partnerships Officer
- Developing engagement and cultivation opportunities for engaging with target audience groups and other high-value donors through tailored online and offline events, with particular attention to regional, national and international company structures, ongoing Covid-19 pandemic needs and awareness of continuing adaptations to many work environments
- Participating in collaboration with other charities in large scale partnerships, or in conjunction with restricted project funding, as well as during key campaigns such as Baby Loss Awareness Month
- Developing and delivering an elevated social media and e-comms engagement strategy to raise awareness of Sands' partnerships, improve employee engagement and increase online presence within corporate target audience groups
- Seeking out the appropriate contact to engage prospects and convert to committed partner
- In collaboration with the engagement team, developing high-quality assets that reflect organisational funding priorities, tailored in line with individual corporate approaches
- Assisting in forecasting and monthly reporting across a range of financial and non-financial KPIs in relation to corporate partnerships
- Undertaking due diligence, in line with Sands' ethical policy and robust vetting criteria, thereby protecting Sands' reputation and ensuring profitable returns on investment
- Keep abreast of key fundraising trends and issues and the regulatory environment around fundraising
- Updating and maintaining the database in line with General Data Protection Regulations
- Ensure the Code of Fundraising Practice is followed, as stipulated by the Fundraising Regulator and best practice is adhered to

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

# Person Specification

Skills/Experience		
Importance	Criteria	Assessment
1. Essential	Demonstrable ability to secure minimum £50,000 partnerships, and multi-year support	Application and Interview
2. Essential	Considerable relevant experience of managing corporate partnerships across strategic partnerships, cause-related marketing and employee fundraising	Application and Interview
3. Essential	Confident communication skills with ability to absorb and understand complex issues and communicate them effectively and sensitively to cold audiences	Application and Interview
4. Essential	Excellent verbal and written communication skills including a high level of attention to detail, both written and oral, with experience of drafting proposals, presentations, creative assets and reports	Application and interview
5. Essential	Excellent interpersonal skills including proven ability to build and maintain productive relationships with key influencers and stakeholders, including senior leaders and prospective high net-worth individuals	Application and interview
6. Essential	Exceptional organisational skills with experience of managing multiple tasks and prioritising effectively and ability and willingness to work as a team and to use own initiative	Application and Interview
7. Essential	Proven experience in developing and maintaining budgets	Application and Interview
8. Essential	Computer literate and confident in using all MS Office software, knowledge of a Fundraising Database	Application and Interview

Core Competencies		
Importance	Criteria	Assessment
9. Essential	Well organised with considerable attention to detail	Application and Interview
10. Essential	Able to work well in a team with the ability to support colleagues when required, as well as on your own initiative	Application and Interview
11. Essential	Have a flexible approach, and the ability to cope with demanding situations and work to tight deadlines	Application and Interview
12. Essential	A demonstrable commitment to and empathy with Sands' aims and comfortable working within a bereavement environment and talking to bereaved people	Application and Interview
13. Essential	Able to maintain a high level of confidentiality regarding sensitive and confidential information	Application and Interview
14. Desirable	Able to work occasional evenings and weekends and to undertake occasional travel throughout the UK	Application and Interview