

Sands  
Application Information  
**Partnerships Engagement Officer**

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January 2022

## About Sands

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Every day in the UK, 13 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 44 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 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

This is an exciting role that will rely on a strong combination of excellent account management skills and new business acumen. You will be responsible for managing and stewarding a growing portfolio of regional and national partnerships across a range of fundraising mechanisms, whilst collaborating with the Business Development Lead to ensure Sands' new business pipeline remains robust. You will have direct responsibility of increasing the retention rate and gift size of Sands' partners, and securing partnerships equal to, or more than £10,000.

You will work closely within the Partnerships & Philanthropy Team and wider colleagues on developing and launching an exciting portfolio of corporate products and events, paying close attention to the evolving needs of partners in an ever-increasing digital environment.

You will draw upon your expertise and creativity by working on creatives and concepts with the engagement team for corporate engagement and further develop communication channels appropriate to a diverse corporate audience.

You will have experience in recruiting supporters and managing their journeys, keeping them motivated and connected with the cause. We are looking for someone who is creative, has an eye for detail, and is able to meet income and expenditure targets while managing their time effectively. The role will also provide backup support to colleagues within the Income & Engagement Department to optimise income, awareness and ensure the highest supporter experience.

Working closely with the Head of Partnerships & Philanthropy, Business Development Lead and Trusts & Statutory Fundraising Manager, this post will provide an opportunity to increase partnership skills and experience, and gain an understanding of individual fundraising.

## 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<sup>th</sup> March 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

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<b>Job Title:</b>	Partnerships Engagement Officer
<b>Responsible to:</b>	Head of Partnerships & Philanthropy
<b>Location:</b>	Home-based
<b>Contract:</b>	Permanent
<b>Salary:</b>	£33,318 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)

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## Key Responsibilities

### **Partnerships and account management**

- Provide excellent account management of Sands’ small to mid- value Charity of the Year and other Corporate Partners (as a guideline those giving up to £50,000) in order to deliver fundraising target and to grow the charity’s supporter base.
- For your portfolio of partners, liaise with appropriate teams to ensure objectives of the partnerships are met, acting as a champion to inspire and motivate supporters, attend meetings and presentations as required.
- Develop and implement a yearly activity plan as part of the wider partnerships team to coordinate pitches, applications, reports and other activities to achieve target.
- Create and support a range of partnership events to proactively grow income from businesses and partnerships in collaboration with other relevant team members across the organisation. To include events in the workplace, physical and challenge events, cultivation and stakeholder events.
- Create relevant assets, review and develop partnership products and events, and recruiting employees to participate in Sands’ events
- Work closely with project and finance teams to gather information, maintain high standards of accuracy at all times.
- Provide timely income reports and evaluation of ROI for all new partnerships and products

### **Engagement and supporter care**

- Act as a champion to inspire and motivate supporters to fundraise and exceed their target, and raise awareness of Sands.
- Build positive relationships with individuals, local businesses and regional supporters.

- Write compelling, bespoke communications supporting new business needs, partnership needs as well as contributing to development of the wider Partnerships & Philanthropy engagement strategy
- Maintain ongoing communications by telephone and email, building relationships with fundraisers and potential donors, ensuring each individual is appropriately stewarded to maximise supporter experience.
- Maintain appropriate contracts or letters of agreements for corporate partners as required.
- Support the Partnerships & Philanthropy Team in the management of larger partnerships, for example helping out at events as required.
- To ensure that all unsolicited approaches and donations from companies are responded to in a timely manner and that donations are thanked in a timely manner.
- Keep accurate, up-to-date records in the charity CRM and shared drive of plans and communications, in compliance with data protection legislation and best practice.
- Work closely with colleagues to ensure Supporter Care work is kept up to date and that the service we offer is the best it can be.

### **Business development**

- Support the Business Development Lead and Trusts and Statutory Fundraising Manager to further develop the plans for diversification of corporate fundraising (including grants and foundations, and networking).
- Maintain a robust corporate fundraising pipeline by identifying warm contacts and leads, aligning Sands' vision and objectives against socially responsible companies, and conducting prospect research to actively diversify Sands' partnership portfolio and income
- Undertake due diligence in line with Sands' Ethical Partnerships Policy and robust vetting criteria.
- Support the Strategic Partnerships & Philanthropy Manager to implement engagement opportunities with HNWIs, larger corporate partners and private funders through exclusive and tailored online and offline events.

### **Cross-team working**

- Work closely with all colleagues in the Income & Engagement Department to seize cross-team opportunities to increase income and awareness and to develop appropriate partnership products and engagement tools.
- Liaise with other Sands internal teams as necessary in the preparation of proposals, meetings, reports and communications to companies.
- Provide support to fundraising colleagues when needed to maintain excellent supporter care.

### **General**

- To undertake other duties as required by the Head of Partnerships & Philanthropy, Business Development Lead, Trusts & Statutory Fundraising Manager and Director of Income & Engagement.
- To work flexibly and proactively with other members of the team.

- Keep up to date with sector knowledge regarding corporate and events fundraising, and individual giving and corporate fundraising techniques, resources and donor trends and share knowledge with colleagues across Sands where relevant.
- Follows best fundraising regulations practice, and comply with relevant legislation.
- 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.

## Person Specification

Importance	Criteria	Assessment
Essential	Experience of managing a corporate partnerships portfolio of at least £500,000.	Application and interview
Essential	Experience of managing Charity of the Year Partnerships, Cause-related marketing partnerships and sponsorship.	Application and interview
Essential	Demonstrable experience of securing corporate partnerships equal to or more than £10,000	Application and interview
Essential	Experience of event management, both delivery and stewardship of participants, across virtual and physical events	Application and interview
Essential	Excellent interpersonal and relationship-building skills with experience in a supporter facing role.	Application and interview
Essential	Excellent verbal and written communication skills, with experience of delivering presentations and leading meetings	Application and interview
Essential	Strong IT skills including the use of basic software, and a fundraising database	Application and interview
Essential	Ability to cope with demanding situations and work to tight deadlines, strong organisational skills	Application and interview
Essential	Experience in prospect research, production of proposals/pitches and reporting	Application and interview
Essential	Financial literacy, analytical skills	Application and interview
Essential	Empathy with Sands' aims, and comfortable working within a bereavement environment and talking to bereaved people	Application and interview
Desirable	Ability to understand a project budget	Application and interview
Desirable	Experience of working in a charity with a strong local group or branch structure, and volunteers	Application
Desirable	Experience of working within healthcare or medical organisations	Application
Desirable	Experience of research using a variety of tools and techniques	Application & interview
Desirable	Experience of using administrative systems and CRM database	Application and interview
Desirable	Ability to work occasional evenings and weekends and to undertake occasional travel throughout the UK	Application & Interview