

Sands
Application Information
Public Affairs and Campaigns Officer

April 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

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 have a vacancy for a Public Affairs and Campaigns Officer to support our work to save babies lives, and ensure the provision of excellent bereavement care after pregnancy or baby loss. In this new and exciting role, you will help deliver impactful campaigns, build a core of committed campaign supporters and establish relationships with key stakeholders in Westminster and across Government departments and other charities.

You will be a great communicator with experience of using a variety of campaigns tactics and public affairs approaches to influence public policy and political agendas, along with the ability to build relationships at all levels with politicians and campaign supporters.

A high level of flexibility and proactivity is essential, together with the ability to work well across different teams and on your own initiative. You will have the skills to be able to absorb and understand complex issues and get them across in a clear and concise way.

You will therefore need to demonstrate a well-organised approach, be able to cope with demanding situations and meet tight deadlines

In addition to the above, you will understand and empathise with the needs of bereaved parents and have an excellent understanding of diversity issues.

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. Please also complete the Diversity and Equality Monitoring Form and send this with your application.

Closing date for applications : 9th May 2021

Interview Date : w/c 17th May 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

Job Title:	Public Affairs and Campaigns Officer
Responsible to:	Public Affairs and Campaigns Manager
Location:	Home based with travel to London when required
Contract:	Permanent
Salary:	£30,000 per annum plus £312 Home Worker Allowance per annum
Hours:	Full Time – 35 hours per week

Main Purpose of Job:

1. Help deliver integrated and impactful campaigns, which place reducing stillbirth and neonatal death firmly on national agendas and call for the provision of excellent bereavement care after pregnancy or baby loss
2. Support the development and on-going engagement of a core of committed Sands campaigns supporters
3. Help build and maintain relationships with key stakeholders in Westminster and Whitehall
4. Assist in policy and campaigns aspects of Baby Loss Awareness Week and Sands Awareness Month.

Principal tasks and responsibilities

Responsibilities include but are not limited to:

Public Affairs and Policy

- Develop and maintain relationships with key external stakeholders and partners, including politicians, government departments, NHS bodies and other charities, and represent Sands at external meetings and events
- Monitor political and policy developments in priority areas, update colleagues and where appropriate, assist in developing a response
- Deliver parliamentary and other policy and campaign events
- Draft high quality public affairs content such as parliamentary questions and briefings for senior staff and politicians
- Create and maintain public affairs resources for use across Sands
- Ensure key information about Sands political contacts are up to date and stored in the relevant place, including the Sands database.

Campaigns

- Support the co-ordination of integrated campaigns across the organisation
- Work with Engagement Team colleagues to create impactful digital campaigns content across different platforms, ensuring policy asks are effectively communicated to key audiences
- Devise and create compelling e-actions using the Sands digital campaigning platform
- Undertake evidence gathering projects to support Sands policy and campaigns work, including collating and analysing data and presenting findings in an accessible and engaging way
- Build Sands local campaigning capacity, creating resources to help our campaigners lobby politicians locally
- Ensure that the views of bereaved parents and families inform Sands campaigns and provide opportunities for Sands volunteers to get involved in our campaigning activity
- Ensure key data and information about Sands campaigns and our campaigners are up to date and stored in the relevant place, including the Sands database
- Work with colleagues to support the production of press releases and responses to media inquiries.

General

- Manage external suppliers as required
- Undertake any other tasks and responsibilities as reasonably required by The Public Affairs and Campaigns Manager and the Director of Research, Education and Policy, Chief Executive and Board of Trustees. Liaise regularly with other Sands departments/teams and keep up to date with what they are doing, working flexibly across the organisation
- Occasional evening/weekend working is likely.
- Promote the Sands vision and values at all times.

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

Person Specification

Skills/Experience		
Importance	Criteria	Assessment
1. Essential	Experience of supporting the delivery of impactful campaigns	Application and Interview
2. Essential	Experience in the use of a range of public affairs approaches, and in delivering political events	Application and Interview
3. Essential	Ability to absorb and understand complex issues and communicate them effectively to political, public and professional audiences	Application and Interview
4. Essential	Excellent verbal and written communication skills with experience of drafting briefings, digital campaign content and other public affairs and campaigns communications	Application and interview
5. Essential	Excellent interpersonal skills including proven ability to build and maintain productive relationships with key influencers and stakeholders, including politicians and campaigners	Application and interview
6. Essential	Ability to represent Sands professionally, remaining politically neutral	Application and Interview
7. Essential	Experience of using Excel to manipulate data and store information	Application and Interview
8. Desirable	Experience of drafting media releases to support campaigns work	Application and Interview
9. Desirable	Experience of supporting local campaigns	Application and Interview
10. Desirable	Experience of using a database	Application and Interview

Core Competencies		
Importance	Criteria	Assessment
11. Essential	Well organised with considerable attention to detail	Application and Interview
12. 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
13. Essential	Have a flexible approach, and the ability to cope with demanding situations and work to tight deadlines	Application and Interview
14. 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
15. Essential	Able to maintain a high level of confidentiality regarding sensitive and confidential information	Application and Interview
16. Desirable	Able to work occasional evenings and weekends and to undertake occasional travel throughout the UK	Application and Interview