



Sands  
Application Information

**Head of Individual Giving**

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July 2023

# About Sands

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Sands exists to save babies' lives and ensure that anyone affected by pregnancy loss or baby death receives the support and care they need.

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 more than 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 policy and practice and supports research to better understand the causes of deaths and save babies' lives.

Sands raises awareness of baby loss and works with government, key influencers and other stakeholders to make reducing the number of babies dying a priority nationally and locally.

Since 1978, Sands has grown into a UK-wide charity with a powerful vision shared by dedicated supporters, healthcare professionals, partners, staff and bereaved parents and families.

Sands has grown its income by more than double since 2019 to £7m 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 Services

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 Aviva 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.

## Life Insurance

All Staff are covered by a Life Insurance Policy which pays 3 x annual salary to nominated beneficiaries. Staff also have access to Canada Life's WeCare wellbeing platform including 24/7 online GP, mental health counselling and financial and legal support. Additionally Staff have access to Bereavement Counselling and a Probate Helpline.

## Flexible Working

All Staff can 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.

**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.**

# About the role

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Sands' Individual Giving programmes provide our charity with the potential for ensuring the growth and sustainability of our income (the IG function currently generates an annual income of over £1.5 million).

We are looking to recruit a Head of Individual Giving to lead the strategic planning and implementation of our programmes and focus on regular giving, appeals, lotteries, legacies, in-memory, tribute and trading.

This is an exciting new role for Sands, which will have the responsibility for establishing a new dedicated IG function that will build on the existing foundations and mould the team with a new ambitious vision.

With a proven track record of success in individual giving fundraising, you will have demonstrable experience of generating significant income growth through IG channels, including regular giving and appeals.

An inspirational senior leader with exceptional all-round communications skills, you will have enthusiasm, resilience and the tenacity to succeed.

You will have significant experience of meeting targets and generating response, along with the experience of developing detailed financial analysis to maximise lifetime value.

Additionally, you will have excellent financial and project management skills together with a good knowledge of the principles of data protection plus the ability to cope with demanding situations and be able to work to tight deadlines.

## To apply:

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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.

CVs and supporting statements should be sent as attachments to an email in either Word or PDF format. The title of the attachments should be your first name, surname and either CV or supporting statement e.g. "Robert Harvey CV"

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

**Closing date for applications : 23<sup>rd</sup> July 2023**

**Interview Date: w/c 7<sup>th</sup> August 2023**

As we have limited staff resources we are unable to provide candidates with feedback about their applications. **Interviews will be held online.**

# Job Description

<b>Job Title:</b>	Head of Individual Giving
<b>Responsible to:</b>	Director of Income & Engagement
<b>Responsible for:</b>	Legacy & In-Memory Fundraising Manager, Individual Giving Officer
<b>Department:</b>	Income Generation team
<b>Location:</b>	Home based in the UK or at the Sands offices in either London or Portadown.
<b>Contract:</b>	Permanent
<b>Salary:</b>	circa £53,500 per annum plus £312 Home Worker Allowance per annum
<b>Hours:</b>	Full Time – 35 Hours per week

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## Main Purpose

The Head of Individual Giving will lead the strategic planning and implementation of our individual giving programmes (currently generating in excess of £1.5m) and focusing on regular giving, appeals, lotteries, legacies, in memory, tribute and trading. This is a critical role in the Fundraising and Communications team, ensuring the growth and sustainability of our income while driving supporter engagement and deepening relationships.

This is an exciting new role for the organisation which will have the responsibility for establishing a new dedicated IG function that will build on the existing foundations and mould the team with a new ambitious vision.

Sands is investing in individual giving as a priority area and this role will be pivotal to our ongoing success. The aim is to ensure that through providing a world class supporter experience we continue our exceptional growth and produce long term sustainable income, with integrated cross team planning between individual giving, community fundraising, partnerships, campaigning, marketing and communications.

The role will also be part of the senior leadership team in the income generation department and will be key in helping Sands to continue to develop a programme of innovation and testing to support Sands as a learning organisation and maintain its reputation as a sector leader in fundraising innovation

## **Main responsibilities**

### **1. Strategy and Planning:**

- a. Develop and implement an ambitious individual giving fundraising strategy, aligned with the broader purpose of the charity and contribute to the development of the new fundraising strategy.
- b. Set and manage annual and multi-year income and expenditure targets to grow individual giving income across different streams including appeals, legacies, in memory, tribute, in-lieu, celebration, merchandise and trading, affinity and lotteries.
- c. Work jointly with other teams to develop, support the implementation of raffles, capital appeals, matched giving, community and cashless giving
- d. Ensure regular monitoring and analysis of performance against KPIs and adapt the strategy accordingly.
- e. Develop a programme of innovation and testing to support Sands as a learning organisation and maintain its reputation as a sector leader in fundraising innovation.

### **2. Fundraising and Donor Development:**

- a. Drive the acquisition, retention, and upgrading of individual supporters, ensuring all fundraising activities are carried out efficiently and effectively.
- b. Increase the number of regular and committed donors through online and offline channels.
- c. Support and enable the Legacy Marketing Manager to develop and build on the legacy giving programme to grow the number of legacy pledges and gifts.
- d. Oversee the planning, execution, and evaluation of all new IG related initiatives, maximizing return on investment and supporter satisfaction.

### **3. Supporter Engagement and Stewardship:**

- a. Champion a supporter-first approach across the charity, ensuring exceptional stewardship and communication to foster long-term, meaningful relationships with supporters and ensuring that all engagement points are implemented sensitively and appropriately.
- b. Working with other teams including Events, Community, Campaigns, Volunteering, Marketing and Communications to help drive the implementation of a supporter journey framework, tailored to different supporter segments across the charity, maximising cross selling opportunities for both financial and non-financial actions
- c. Develop engaging supporter communications and collateral to inspire and motivate donors, working closely with the Communications Engagement team and ensure that Sands supporters are informed, inspired, thanked and motivated to take action.
- d. Work closely with the Head of Community Engagement and Head of Bereavement Support Services to ensure that the IG supporter journey is sensitively and seamlessly integrated with bereavement support services, so that when anyone touched by baby loss wants to give to Sands in memory of their baby, they can in the way they choose.



#### 4. Team Management and External Relationships: Compliance

- a. Lead, grow, manage, and inspire a high-performing individual giving team, encouraging professional development and collaboration. Initially leading a team of four, and line managing the Legacy & In-Memory Development Manager and an Individual Giving Officer.
- b. Build strong relationships with external partners, agencies, and suppliers as needed to support the delivery of the individual giving strategy and plan.
- c. Represent the charity externally, promoting its work and building long-term relationships with stakeholders and supporters.
- d. Innovate and lead on developing cutting edge approaches to IG.
- e. Ensure that Sands upholds its commitments to diversity, equality and inclusion across IG materials and communications.

#### 5. Compliance

- a. Ensure compliance with GDPR and data protection regulations in all individual giving activities.
- b. Ensure compliance to all safeguarding procedures in all individual giving activities.
- c. Uphold and drive improvements to equity, equality, diversity and inclusion in all individual giving activities.

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

# Person Specification

## Skills and experience

Importance	Criteria	Assessment
Essential	Proven track record of success in individual giving fundraising, with experience in executing both acquisition and retention strategies	Application and interview
Essential	The ability to work collaboratively to develop and set a fundraising strategy and develop plans from this strategy	Application and interview
Essential	Demonstrable experience of generating significant income growth through individual giving channels, including regular giving and appeals.	Application and interview
Essential	Comprehensive understanding of individual giving best practices, trends, and regulatory requirements.	Application and interview
Essential	Exceptional interpersonal, storytelling, and presentation skills, with the ability to inspire and engage diverse audiences and stakeholders.	Application and interview
Essential	Proven experience of meeting targets and generating response, along with the experience of developing detailed financial analysis to maximise lifetime value	Application and interview
Essential	Strong budgeting and financial management skills, with the ability to monitor and manage income and expenditure targets.	Application and interview
Essential	Excellent leadership, management, and team development skills.	Application and interview
Essential	Proven direct marketing project management skills	Application and interview
Essential	A good knowledge of the principles of data protection, and how to practically apply the requirements of GDPR legislation	Application and interview
Essential	Understanding of the sensitivities around baby loss and ability to communicate with empathy to supporters.	Application and interview
Desirable	Experience of working on a fundraising database	Application and interview
Desirable	Financial literacy and the ability to understand a project budget	Application and interview

## Core competencies

Importance	Criteria	Assessment
Essential	Empathy with Sands' aims, and comfortable working within a bereavement environment and talking to bereaved people	Application and interview
Essential	To have excellent communication skills with the ability to communicate effectively with volunteers, staff and supporters	Application and interview
Essential	Enthusiasm, resilience and a tenacity to succeed	Application and interview
Essential	Be able to develop creative solutions to problems	Application and interview
Essential	The ability to build relationships with key stakeholders at different levels within an organisation	Application and interview
Essential	Ability to cope with demanding situations and work to tight deadlines	Application and interview
Essential	Good interpersonal skills including team working	Application and interview
Essential	A commitment to equity, equality, diversity and inclusion	Application and interview

## Qualifications

Importance	Criteria	Assessment
Desirable	A relevant qualification in fundraising or marketing, such as a Certificate or Diploma in Fundraising (Institute of Fundraising), would be desirable.	Application and interview