



Sands  
Application Information

**Individual Giving Officer**

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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 per annum).

We are looking to recruit an Individual Giving Officer to manage and develop our individual giving programmes, develop and maintain strong relationships with donors and maximize income generation through a range of individual giving activities.

This is an exciting new role for Sands, and the post-holder will be involved in a wide range of IG activities including regular giving, appeals, lotteries, legacies, in memory, tribute and trading.

With a proven track record of success in individual giving fundraising, you will have experience in executing both acquisition and retention strategies, plus working with individual giving budgets and meeting income targets. Additionally, you will have experience in contributing to the development and implementing of effective donor stewardship programs as well as a comprehensive understanding of individual giving best practices, trends, and regulatory requirements.

You will have excellent communication skills with the ability to communicate effectively with volunteers, staff and supporters and be able to develop creative solutions to problems.

With proven direct marketing project management skills, you will be able to demonstrate high attention to detail and strong organisational ability.

Additionally, you will have a good knowledge of the principles of data protection, and how to practically apply the requirements of GDPR legislation

## 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>	Individual Giving Officer
<b>Responsible to:</b>	Head of Individual Giving
<b>Responsible for:</b>	N/A
<b>Department:</b>	Income Generation team
<b>Location:</b>	Home based in the UK or at the Sands offices in London or Portadown.
<b>Contract:</b>	Permanent
<b>Salary:</b>	£35,000 per annum plus £312 Home Worker Allowance per annum
<b>Hours:</b>	Full Time – 35 Hours per week

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## Main Purpose

Reporting to the Head of Individual Giving, this exciting role is responsible for managing and developing individual giving programs, developing and maintaining strong relationships with donors, and maximizing income generation through a range of individual giving activities.

As part of a fast-growing team, this is an role that has the opportunity to work on a wide range of IG activities including regular giving, appeals, lotteries, legacies, in memory, tribute and trading (currently generating in excess of £1.5m).

This is also a critical role in the Fundraising and Communications team, helping to support the growth and sustainability of our income while helping to drive supporter engagement and deepening relationships.

Sands is investing in individual giving as a priority area and this role will be pivotal to our ongoing success with an opportunity to develop your skills and experience as the team grows.

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.

## **Main responsibilities**

Support the planning and delivery of individual giving campaigns and activities, including one off cash/regular giving, integrated campaigns and donor retention/upgrade programmes

Develop and implement campaigns and programmes to recruit and retain individual donors, grow income, and increase engagement

Working with the Head of Individual Giving, the Legacy and In Memory Development Manager as well as other teams across Sands to develop, support and implement a range of programmes and activities. This will include legacy, in memory, tribute, in celebration, lotteries, capital appeals, matched giving and integrated change campaigns.

Build strong relationships with existing and potential donors to enhance engagement and long-term support.

Ensure effective stewardship of individual donors, including timely thank you letters, welcome packs, and other communications.

Develop and manage individual giving budgets and monitor income and expenditure.

Support the development of the charity's overall fundraising strategy

Work with the wider fundraising team to build integrated campaigns and activities that maximise supporter journeys and income generation.

Develop effective reporting and analysis of individual giving activities, including reports on income, expenditure, and ROI for individual campaigns.

Support the development of a test matrix approach to test and learn new products and techniques.

Ensure that Sands upholds its commitments to diversity, equality and inclusion across IG materials and communications.

Ensure compliance with GDPR and data protection regulations and safeguarding procedures 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	Experience of working with individual giving budgets and meeting income targets	Application and interview
Essential	Experience in contributing to the development and implementing of effective donor stewardship programs	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 and an understanding of the sensitivities around baby loss and ability to communicate with empathy to supporters	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	Ability to monitor and manage income and expenditure targets.	Application and interview
Essential	Understanding of the sensitivities around baby loss and ability to communicate with empathy to supporters	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	High attention to detail, and strong organizational and project management skills	Application and interview
Desirable	Strong analytical skills with proficiency using Excel, financial reporting, analysis and experience of working on a fundraising database	Application and interview
Desirable	A team player with excellent communication skills, both written and verbal	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
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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
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