

Sands  
Application Information  
**Sands United Community Lead**

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July 2021

## About Sands

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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

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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 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

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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 looking for a dynamic, enthusiastic and outgoing individual to join our expanding team who is able to hit the ground running and make an impact from day one. This role will benefit someone who is proactive, highly organised and a good communicator, with the drive and passion to grow Sands United both online and within the community. Initially a large part of the role will be focused on expanding Sands United men's football teams. However we are seeking to develop a wide range of activities to help and support bereaved parents, family and friends when a baby dies, and build the Sands United community.

This role will be responsible for the ongoing recruiting, on-boarding and management of the football teams. You will provide training and offer practical advice to new and established teams and be confident in building excellent relationships with those who dedicate their time to running Sands United FC teams, ensuring procedures and Sands values are adhered to.

Bereaved men are one of a number of priority audiences for Sands to engage, support and build relationships with. Sands United FC is a volunteer supporter originated product and is born out of a clear need for fathers to be able to access support through football in a different way to our other existing support services. Our teams offer invaluable peer to peer support in communities and as with the success of other volunteer originated ideas Sands United has massive potential to, generate income and awareness, as well as provide a less formalised type of support network (including fathers, siblings and other family members).

The successful applicant will have a good understanding of how sport can bring people together and have a positive effect of health and wellbeing, with a proven track record of managing volunteers, engaging them in the cause and working closely with them to ensure these communities thrive.

You will possess excellent organisational and communication skills to manage a varied and demanding workload. Have the ability and confidence to build and develop relationships with a range of internal and external stakeholders as you will work closely, sensitively and collaboratively with colleagues across the organisation, agencies and suppliers. You will work hard to monitor the performance of Sands United to achieve the best results and maximise the potential of these communities.

In this exciting and rare role, you will have the chance to make a positive impact on bereaved people's lives by combining their passion for sport with vital bereavement support options available to them through Sands.

The post holder must be prepared to converse sensitively and empathetically with members of the public who may be going through current or recent traumatic experiences.

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## 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 : 22<sup>nd</sup> July 2021**

**Interview Date : 27<sup>th</sup> July 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

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<b>Job Title:</b>	<b>Sands United Community Lead</b>
<b>Responsible to:</b>	Community Supporter Engagement Manager
<b>Works closely with:</b>	Sands United Bereavement Support Officer Assistant Director of Income & Engagement
<b>Responsible for:</b>	Currently no direct Line Management responsibility
<b>Location:</b>	Location – flexible. Option for post holder to be based from a Sands office or from home in the future. Currently the role is homebased.
<b>Contract:</b>	Permanent
<b>Salary:</b>	circa £41,000 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). The role requires significant flexibility to work at evenings and weekends. Occasional weekend work and rota monitoring of social media

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## Main Purpose and Aims of Job:

This role is responsible for firstly driving the promotion, organisation and delivery of the established Sands United FC teams within the community, to engage these teams in the work of Sands and to provide them with opportunities to fundraise. You will help to grow the supporter base of the charity through the recruitment of new teams and players, and you will be instrumental in developing and building positive and long-lasting relationships that will underpin the success of each team. You will ensure delivery of a world class supporter experience, work collaboratively with teams and their members, and help supporters to champion the work of Sands and exceed their fundraising targets when they are fundraising for Sands, thus ensuring their continuing support and their lifetime value is maximised.

The second aim of this role is to take the core concept of Sands United and expand this across different activities and sports and to grow a community of supporters united in their experience of baby loss and a motivation to support each other and Sands.

Aims are to:

- Create a world class sports network that reaches out to, and connects with, male audiences through sport (and over time to develop the product and brand to cover other sports and audiences).
- Raise awareness of the impact baby loss has on bereaved men and signpost to support.

- Engage this audience in the work of Sands and the role they can play in supporting this through Fundraising.
- Provide an informal but sustainable support network for those bereaved, through sport.
- Develop the fundraising potential of Sands United FC through sponsorship, celebrity endorsement, merchandise and rights.
- Work with the Sands United teams across the UK to raise awareness and funds of Sands at a local level.

### **Main Responsibilities**

You will deliver a programme that uses football to engage bereaved men as well as widening the model to other activities that also engage bereaved family and friends to come together through a shared love of sport and find a support network where they can connect with others with a similar shared experience feel at ease talking about their grief when they're ready, should they wish to.

Working as part of the Income and Engagement Team, you will oversee the successful delivery of Sands United FC and the development of other Sands United products/activities in the community including bereavement support, safeguarding, content development, risk management, quality assurance, event management and training.

Additionally, you will:

- Engage with professional, semi-professional and local community football clubs, particularly coaches and managers, in raising awareness of Sands United FC, it's benefits and to set up matches, fundraising opportunities, collections, as well as deliver training and workshops to new teams.
- Work with colleagues to create high-quality team resources.
- Help to manage and track project spend and manage the Sands United income budget .
- Provide motivation and guidance to existing Sands United FC teams via face to face visits, zoom, telephone and email.
- Lead, develop and manage existing teams to ensure Sands message is always on brand and relevant.
- Work with the Assistant Director of Engagement and Income and other members of the Sands Income and Engagement Team to identify new opportunities to maximise engagement and income, and grow these communities.
- Work with the Sands United Bereavement Support Coordinator and Bereavement Support Team to ensure those with the Sands United Community get the support they need and deserve after the loss of a baby on an ongoing basis.

- Deliver world class stewardship plans which maintain engagement with Sands United events and the Sands cause and ensures every one of our participants feel valued, thanked and inspired to continue their support.
- Ensuring that Sands United events and activities are on budget and securing the required level of income, maintaining a close eye on the level of income generated and expenditure incurred.
- Ensure a learning cycle approach and capture learning direct from supporters through a range of methods and channels, at events and through contributing to the production of the annual supporter experience survey.
- Act as a first point of contact for all Sands United enquiries on telephone, email, social media etc.
- Maintaining efficient records of supporters on Sands Fundraising CRM system.
- Signpost to the Sands United Bereavement Support Officer any concerns about bereavement support requirements and to develop day to day support channels with teams.
- Support organisations, groups and individuals to hold events and activities and ensure they abide by appropriate terms and conditions.
- Promote and cross-sell all Sands fundraising opportunities including Sands Challenge events, Sands Lottery and the many ways people can support Sands.
- Draft supporting communications to reach a wide range of potential and current supporters through a variety of media.
- Acknowledge and thank the Sands United teams collectively, particularly via social media and obtain regular feedback to enable continual supporter journey.
- Manage and develop the Sands United section of Sands website ensuring details are up-to-date
- Develop relationships with current external stakeholders and identify and cultivate relationships with new ones in a variety of ways including by phone, in writing and face to face meetings as appropriate.
- Actively seek stakeholder involvement, engagement and feedback to help review and inform the development of future work.
- To identify grant funding opportunities.



- To identify opportunities for running regional and national Sands United events.
- Proactively build strong relationships with internal stakeholders, involving them in positive ways to ensure long term positive outcomes.

### **General**

- Take an active role in monthly Income and Engagement Team meetings.
- To work out of normal office hours as required by the needs of Sands United team managers.
- To represent Sands at both internal and external events, meetings and presentations.
- Work flexibly and proactively with other members of the team.
- Maintain confidentiality over personal information relating to staff and supporters, and ensure compliance with relevant Data Protection (GDPR) legislation.
- Abide by all Sands Policies and Procedures.
- Undertake all mandatory training as required.
- Participate in monthly 1:1s, annual appraisal and personal development review.
- Become familiar with matters relating to Health & Safety Management and Safeguarding, with regard to themselves, their department and the organisation as a whole.
- Promote the Sands vision and values.

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

## Person Specification

### 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	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 internal and external networks	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	Strong organisational skills	Application and interview
Essential	Ability to work evenings and weekends and to undertake occasional travel throughout the UK	Application & Interview
Desirable	Demonstrable understanding of the positive impact of physical activity and fitness on mental wellbeing	Application and interview

### Skills and experience

Importance	Criteria	Assessment
Essential	The ability to work collaboratively to develop and set a fundraising strategy and develop plans from this strategy	Application and interview
Essential	The experience of working on complex projects with multiple stakeholders	Application and interview
Essential	Experience of developing and maintaining positive relationships with supporters	Application and interview
Essential	Effective written and verbal communication skills both on the telephone and in person	Application and interview
Essential	Strong IT skills including the use of basic software and a fundraising database	Application and interview
Essential	Strong Social Media skills and insight into what makes good content	Application and interview
Essential	A good understanding of diversity issues in relation to	Application and

	managing sporting teams and events	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	Demonstrable understanding of how to grow sport related fundraising activities and generate income from multiple sources including community fundraising, sponsorship, partnerships, merchandising, endorsements, CRM, appeals etc	Application and interview
Desirable	Experience in a sports related fundraising role, especially football and experience of organising and promoting sporting events within the charity sector	Application and interview
Desirable	Experience of securing and/or managing partnerships/sponsorships which have generated in excess of £100,000 pa	Application and interview
Desirable	Experience of working on a complex long-term strategic partnership with multiple objectives (financial/non-financial)	Application and interview
Desirable	Experience of prospect research using a variety of tools and techniques	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
Desirable	Experience of working in a charity with a strong local group or branch structure	Application
Desirable	Experience of research using a variety of tools and techniques	Application & interview
Desirable	Significant knowledge and keen interest in national and/or local league football and other sports	Application and interview