

Sands  
Application Information

**Senior Community and Local  
Partnerships Officer**

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May 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 highly motivated community fundraiser to drive the promotion and delivery of a wide range of virtual events and community activities, in order to further grow Sands' fundraising income and our supporter base.

In this exciting and high-profile role, you will manage and grow Sands' online fundraising communities and increase our presence at a local level through enhancing relationships with individuals, schools and other community groups. You will build positive relationships with these audiences and ensure delivery of a world-class supporter experience.

With significant experience of generating fundraising income, you will be able to manage virtual fundraising activities within the charity sector and develop and grow income from community groups and schools. An excellent communicator, you will have experience of recruiting a range of volunteers to support at events.

The ability to work to tight deadlines is essential for this role, as is a high level of organisational skills and attention to detail.

A high level of IT skills is required, and experience of using ThankQ is desirable.

## 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> June 2021**

**Interview Date : w/c 28<sup>th</sup> June 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>	Senior Community and Local Partnerships Officer
<b>Responsible to:</b>	Community Supporter Engagement Manager
<b>Location:</b>	Home Address
	<b>Flexible working arrangements will be considered</b>
<b>Contract:</b>	Permanent
<b>Salary:</b>	£36,000 per annum plus £312 per annum Home Worker Allowance
<b>Hours:</b>	Full Time – 35 Hours per Week (9.30am – 5.30pm, with a 1 hour unpaid lunch break)

A willingness to travel within the UK when required. 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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## Main Purpose of Job:

Responsible for driving the promotion and delivery of a wide range of virtual events as well as community activities in order to grow Sands' fundraising income and the supporter base of the charity.

You will play a key role in managing and growing our online fundraising communities for our Facebook fundraisers as well as increasing Sands presence at a local level through enhanced relationships with individuals, schools and other community groups. You will build positive relationships with these audiences and ensure delivery of a world class supporter experience, helping supporters reach and exceed their fundraising targets, ensuring their continuing support and their lifetime value is maximised.

## Main Responsibilities

- Grow Sands existing community fundraising activities such as Bake for Sands as well as creating new fundraising opportunities for supporters to take away and proactively deliver within their own communities.
- Work with the Income and Engagement team to plan and implement our Facebook fundraisers ensure any agreed timescale are in place and that staff are briefed in accordingly.
- Managing the Sands Facebook fundraiser portfolio to ensure these achieve their full potential both in terms of raising awareness and funds.
- Identify and create a core bank of individuals and groups that will raise funds for Sands and champion our work at a community level.

- Build a tailored engagement strategy for Schools and other community groups that wish to support the work of Sands.
- Create engaging content to be used across multiple channels that inspires supporters and is empathetic to those who have been touched by the loss of a baby.
- Deliver world class stewardship plans which maintain engagement with the work of Sands and ensure every one of our supporters feel valued, thanked and inspired to continue their support
- Develop a marketing plan for Sand's fundraising activities.
- Manage related budgets, ensuring that income is on track and achieved, and that spend results in good ROI.
- Produce regular reports on activities, identifying any risks and mitigating actions to be taken.
- Work with the Assistant Director of Income and Engagement and the Community Supporter Engagement Manager to identify new opportunities and resources for generating funds and have a willingness to explore and develop these.
- Maintain efficient records of supporters on thankQ CRM system
- Build and maintain strong and mutually beneficial relationships with all Sands group volunteers and Sands United volunteers, encouraging them to promote Sands fundraising activities as well as escalate fundraising opportunities to as they arise.
- Create a range of resources to proactively grow income from communities fundraising activities in collaboration with other relevant team members across the organisation.
- Capture and identify Real life and story-telling opportunities and using these where appropriate in communication to demonstrate the impact of Sands work.
- Attend Sands related events, as necessary, sometimes outside normal working hours
- Work with Community Supporter Engagement Manager to obtain regular feedback via Supporter Surveys to help inform and facilitate improvements to the continual fundraiser journey.
- Work with the [Senior Community Supporter Engagement Officer](#) to manage the Get Involved section of Sands website ensuring fundraising activities are up to date and that content is engaging, inspiring and connects a supporter with the impact they could make.
- Actively seek stakeholder involvement, engagement and feedback to help review and inform the development of future work.
- Proactively build strong relationships with internal stakeholders, involving them in positive ways to ensure long term positive outcomes.

## **General**

- Undertake other duties as required by the Community Supporter Engagement Manager and Assistant Director of Fundraising and Communications, from time to time.
- Take an active role in monthly Income and Engagement Team meetings
- To work out of normal office hours as required especially for busy periods in Facebook fundraisers.
- 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.
- 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, 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

<b>Critical Skills</b>
<ul style="list-style-type: none"> <li>• Relevant experience in a similar role with responsibility for generating fundraising income</li> <li>• Experienced in managing virtual fundraising activities within the charity sector</li> <li>• Experience of developing and growing fundraising income from community groups.</li> <li>• Experience of developing and growing fundraising income from schools and nurseries.</li> <li>• Experience of developing and maintaining positive donor journeys and increasing supporters lifetime value to Sands</li> <li>• Excellent copywriting and storytelling skills.</li> <li>• Excellent communication skills and ability to work with a variety of Stakeholders.</li> <li>• Financial literacy with regards to income processing</li> <li>• Social media skills</li> </ul>
<b>Other Skills and Experience required</b>
<ul style="list-style-type: none"> <li>• Strong IT skills including the use of basic software</li> <li>• Experience of recruiting a range of volunteers to support at events</li> <li>• Budget management experience (desirable)</li> <li>• An understanding of maternity, health care policy and practice across the UK (desirable)</li> </ul>
<b>Competencies</b>
<ul style="list-style-type: none"> <li>• Strong IT skills including the use of basic software (ThankQ desirable)</li> <li>• Ability to cope with demanding situations and work to tight deadlines</li> <li>• Good interpersonal skills and ability to promote and develop team work</li> <li>• Strong organisational skills, with considerable attention to detail</li> <li>• Ability to monitor and maintain own standards</li> <li>• Ability to maintain a high level of confidentiality regarding sensitive and confidential information</li> <li>• Ability to commit to and work within the aims, principles and policies of Sands</li> <li>• Ability to promote Sands' vision and values, distinct from any personal opinions</li> <li>• Ability to work occasional evenings and weekends and to undertake occasional travel throughout the UK (including volunteering for 2-3 fundraising events per year)</li> </ul>
<b>Qualifications required</b>
<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent and/or have significant experience of working in a similar role (essential)</li> <li>• Certificate in Fundraising (desirable)</li> </ul>