

Sands  
Application Information  
**Strategic Partnerships Manager**

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May 2022

## About Sands

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Every day in the UK, 13 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 44 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 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 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.

## 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

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 recruiting a Strategic Partnerships Manager to lead on developing and managing high value and strategic commercial and non-commercial partnerships to further Sands' core aims.

The post-holder will work closely with colleagues to drive forward inspiring new partnerships that will motivate public fundraising and increase brand profile, and connect senior stakeholders to elevate key relationships and lifetime value of each partnership.

With support, the role will also oversee our portfolio of 50+ national and regional corporate partnerships. You will therefore need to have significant experience of high level account management. Innovation and creativity will be required to implement high value stewardship plans, engaging employees at every level of the business as well as recognising digital opportunities to meet our ambitious fundraising targets.

A persuasive fundraiser, you will have excellent interpersonal and relationship development skills with a proven track record of developing new, high value relationships across the corporate sector.

With a real aptitude for partnership development, complex negotiation, and excellent business acumen, you will be able to work collaboratively across the organisation in order to identify funding opportunities and monetise Sands' consultancy and training products.

## 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 : 29<sup>th</sup> May 2022**

**Interviews: 7<sup>th</sup> June 2022**

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>	Strategic Partnerships Manager
<b>Responsible to:</b>	Head of Partnerships & Philanthropy
<b>Location:</b>	Work from home, occasional travel to London
<b>Contract:</b>	Permanent
<b>Salary:</b>	£45,000 - £48,000 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).

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### Purpose of role

A pivotal role within the Income and Engagement department, the Strategic Partnerships Manager will lead on developing and managing high value strategic commercial and non-commercial partnerships to further Sands' core aims. This position requires a persuasive fundraiser with excellent interpersonal and relationship development skills who has a proven track record of developing new, high value relationships across the corporate sector.

The postholder will have a real aptitude for partnership development, complex negotiation, and excellent business acumen. They will work collaboratively across the organisation to identify funding opportunities and monetise Sands' consultancy and training products. The role will work closely with colleagues in the Partnerships & Philanthropy Team including Sands' Business Development Lead to drive forward inspiring new partnerships that will motivate public fundraising and increase brand profile, and connect senior stakeholders to elevate key relationships and lifetime value of each partnership.

With support, the role will also oversee our portfolio of 50+ national and regional corporate partnerships, utilising all fundraising mechanisms and demonstrate high level account management. Innovation and creativity will be required to implement high value stewardship plans, engaging employees at every level of the business as well as recognising digital opportunities to meet our ambitious fundraising targets.

This is a strategic role and will therefore work with the leadership team including the Director and Assistant Director of Income & Engagement, and Head of Partnerships to contribute significantly into ongoing development of the income and engagement strategy.

## **Key Responsibilities**

### *Strategic and managerial responsibilities*

- Develop innovative plans and strategies and tactics for identifying, cultivating, soliciting and stewarding a portfolio of corporate partners
- Directly support the Head of Partnerships and Business Development Lead in identifying and developing innovative plans and strategies to develop commercial and non-commercial partner opportunities
- To diversify Sands' partnership offering, bringing mutual benefits to both parties with scope for growth across sectors and industries
- Drive the development of a healthy pipeline of corporate fundraising products
- Support Sands to market consultancy services and products and help position Sands as a leader in bereavement support services in the workplace
- Complete quarterly reports and analysis on corporate partnerships, associated KPIs and budget against plans and forecasts.
- Horizon scan for new developments and insights into corporate giving and business sectoral trends, disseminate and apply learning to Sands context

### *Corporate account management*

- Lead on account management of strategic and large partnerships
- Support the Business Development Lead with providing excellent account management of Sands' Charity of the Years and other Corporate Partners
- Deliver a world class supporter journey for all levels of the business
- Prepare and present proposals to potential corporates individually or as part of a team
- Help to ensure that all unsolicited approaches from companies are responded to in a timely manner
- 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 meeting as appropriate
- Work with Sands Board of Trustees to identify and steward key contacts
- Scope strategic opportunities by organisation and by sector, and provide regular reports
- Advise and support Sands volunteer Groups with corporate opportunities and queries as required
- Proactively build strong relationships with internal stakeholders, involving them in an appropriate way to ensure long term positive outcomes
- Record and report on account management activity

### *Cross-team working*

- Work closely with colleagues in the Income and Engagement Department to seize cross-team opportunities to increase income and awareness
- Liaise with other Sands internal teams as necessary in the preparation of proposals, meetings, reports and communications to companies
- Provide support to fundraising colleagues when needed to maintain excellent supporter experience

### *Maximising Fundraising Expertise*

- Keep up to date with sector knowledge regarding corporate fundraising techniques, resources and donor trends and share knowledge with colleagues across Sands where relevant.
- Follow best fundraising regulations practice, and comply with relevant legislation.

### *General*

- To undertake other duties as required by the Director and Assistant Director of Income and Engagement
- To work flexibly and proactively with other members of the team.
- To maintain confidentiality over personal information relating to staff.
- Abide by all Sands Policies and Procedures.
- Undertake all mandatory training as required.
- Participate in annual appraisal and personal development review.
- The post holder must familiarise themselves with matters relating to Health & Safety Management, as affecting themselves, their department and the organisation as a whole.
- Promote the Sands vision and values at all times.

# Person Specification

## Skills and Experience

Importance	Criteria	Assessment
Essential	Significant experience of managing corporate partnerships portfolio of £500,000.	Application and interview
Essential	Experience of developing, managing and stewarding high value partners of £50,000+.	Application and interview
Essential	Experience of cultivating and developing high net worth individuals	Application and interview
Essential	Demonstrable experience in planning all steps in corporate relationship management	Application and interview
Essential	Secured and/or managed partnerships who have generated in excess of £100,000 pa	Application and interview
Essential	Experience of working on a complex long strategic partnership with multiple objectives (financial/non-financial)	Application and interview
Essential	Knowledge of events and community fundraising and supporting fundraisers	Application and interview
Essential	Effective verbal communication both on the telephone and in person with trusts and companies	Application and interview
Essential	Experience of developing and maintaining positive relationships with supporters	Application and interview
Essential	Strong IT skills including the use of basic software, and a fundraising database	Application and interview
Essential	Empathy with Sands' aims, and comfortable working within a bereavement environment and talking to bereaved people	Application and interview
Essential	Ability to manage income and project budget	Application and interview
Desirable	Experience of digital fundraising	Application and interview
Desirable	Ability to line manage and develop officer roles	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	Ability to work occasional evenings and weekends and to undertake occasional travel throughout the UK	Application & Interview



## Core Competencies

Importance	Criteria	Assessment
Essential	Effective verbal communication both on the telephone and in person	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	Good written and verbal skills with an enthusiasm for the job	Application and interview