

# Sands Application Information

## **Supporter Care Coordinator**

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November 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 health care 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 and funds 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 40 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 the strategic plan to 2020, 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.

## **Season ticket loan**

Subject to qualifying criteria, Sands offers interest free loans to purchase season tickets for the journey between home and work.

## **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.

## **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.

## **My Work/Life Solutions Retail Discounts Scheme**

All Sands staff have access to an online portal which offers hundreds of discounted shopping vouchers from major retailers including Sainsbury's, Thomas Cook, M+S plus many others.

## **Sands is a vibrant, growing charity!**

Sands has grown its income by over 40% since 2012 and is focusing on long term growth, sustainability and success!

With a clear strategy to 2020, 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 recruiting a Supporter Care Coordinator to help support the Income and Engagement team with the development and success of our fundraising activities.

This is an exciting time to join Sands who are in a period of ambitious growth. This role will make a valuable contribution to Sands fundraising strategy through the delivery of consistently high standards of customer care and stewardship, ensuring supporters experience of Sands is positive.

Working as part of a busy and passionate team, this role is integral in ensuring that a world class supporter experience is delivered to our supporters across all the activities and that their lifetime value to Sands is maximised.

You will play a key role in the processing of donations, maintaining Sands database, communicating with our supporters and assisting with our online shop.

With experience and understanding of donor care and customer service, you will help Sands to ensure that supporters are valued and understand the impact of their fundraising. A highly effective communicator, you will have excellent social media and writing skills and be confident in responding to enquiries.

Additionally, you will have a highly-organised approach and be able to meet deadlines in a fast-paced environment.

This is a very rewarding role which offers a fantastic opportunity to make a real difference to the work of Sands.

## To apply:

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Please submit your CV, together with a separate supporting statement in Word or PDF 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: 21 November 2021**

**Interview Date: Wednesday 1 December 2021**

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

## Job Description

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<b>Job Title:</b>	Supporter Care Coordinator
<b>Responsible to:</b>	Community Supporter Engagement Manager
<b>Location:</b>	Homebased
<b>Contract:</b>	Permanent
<b>Hours:</b>	Full Time – 35 Hours per Week (9.30am – 5.30pm, with a 1 hour unpaid lunch break)
<b>Salary:</b>	£27,500 per annum plus £312 Home Worker Allowance per annum

This post is currently homebased. 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:

You will be instrumental in developing and building positive relationships with our supporters. You will ensure delivery of a world class supporter experience so that supporters feel valued and understand the impact that they have, assuring their continuing support and that their lifetime value to Sands is maximised.

Working as part of the Income and Engagement team you will act as a key contact for the team and be the first point of contact for both internal and external stakeholders.

## Main Responsibilities

- Support the Income and engagement team with the management of incoming enquiries through triaging emails, responding to fundraising requests and managing shop queries.
- Responsible for supporting the thanking of gifts through tasks such as batching donations, acknowledging online fundraising pages and management of registration fees.
- Assist with the stewardship of our community and corporate fundraisers through the fulfilment of fundraising resources and materials, thank you letters, certificates etc.
- Help to keep all data and information relevant to supporters up to date and accurate on ThankQ
- To be responsible for updating and improving processes where necessary as the organisation continues to grow in order to ensure performance is efficient as possible.

- Identify new and existing fundraising materials that may require review, ensuring that continuous improvements are made to help optimise supporter care.
- Work with the Community Supporter Engagement Manager to ensure letter content is up to date and impactful.
- Any other reasonable activity supporting the promotion, organisation and delivery of Sands fundraising activities in order to grow Sands' fundraising income and raise awareness of our work.
- Act as main point of contact for supporters fundraising for Sands, taking incoming calls, email enquiries and messages sent on our social media channels.
- Deliver world class stewardship plans that ensures every one of our supporters feel valued, thanked and inspired to continue their support.
- Build and maintain strong and mutually beneficial relationships with all Sands community groups and organisations.

## General

- Develop relationships with current external stakeholders. Identify and cultivate relationships with new ones in a variety of ways including by phone, in writing and face to face meetings as appropriate.
- Proactively build strong relationships with internal stakeholders, involving them in positive ways to ensure processes are understood and long term positive outcomes are achieved.
- Undertake other duties as required
- Take an active role in monthly Fundraising & Communications Team meetings.
- 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.
- Promote the Sands vision and values.

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

## Person Specification

<p><b>Critical Skills</b></p> <ul style="list-style-type: none"> <li>• Relevant experience in a similar role with responsibility for delivering customer care</li> <li>• Experienced in a busy administrative environment.</li> <li>• Experience of developing and maintaining positive donor experiences especially in relation to fundraising</li> <li>• Excellent communication skills (both written and verbal)</li> <li>• Excellent social media skills</li> <li>• Excellent copywriting skills</li> </ul>
<p><b>Other Skills and Experience required</b></p> <ul style="list-style-type: none"> <li>• Strong IT skills including the use of basic software (thankQ desirable)</li> <li>• Understanding of fundraising supporter journeys.</li> <li>• Knowledge of the Institute of Fundraising codes of best practice</li> <li>• Understanding/willingness to learn about GDPR</li> </ul>
<p><b>Competencies</b></p> <ul style="list-style-type: none"> <li>• Ability to cope with demanding situations and work in a fast paced environment.</li> <li>• Be a proactive individual with a 'can do' attitude.</li> <li>• Good interpersonal skills and ability to build rapport with supporters.</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> </ul>
<p><b>Personal Qualities</b></p> <ul style="list-style-type: none"> <li>• Confident and enthusiastic attitude</li> <li>• Ability to empathise and be sensitive in difficult circumstances</li> <li>• Willingness to learn and use initiative</li> <li>• Able to work under pressure and to targets/timeframe</li> <li>• Excellent attention to detail and planning and organisational skills</li> <li>• A team player</li> </ul>