Sands

Application Information

**Marketing Officer**

About Sands

Sands, the stillbirth and neonatal death charity, is a well-established and widely respected national charity that:

* Supports anyone affected by the death of a baby
* Works in partnership with health professionals to ensure that bereaved parents and families receive the best possible bereavement care
* Promotes and funds research and changes in care that could help to reduce the loss of babies’ lives.

Over 30 years ago the devastating impact of the death of a baby on the mother and father was neither widely understood nor acknowledged. For many parents it felt as if their baby had not existed and did not matter. Sands was established in 1978 to change that perception.

Since that time Sands has supported many thousands of families whose babies have died, offering emotional support and practical help. Working in partnership with health professionals and service providers, Sands has played a lead role in transforming the culture and practice of perinatal bereavement care in the UK.

Whilst the way in which parents and families are cared for and supported has substantially changed, the tragic reality is that large numbers of families continue to be devastated by the death of a baby. In the UK, in spite of medical advances, in 2013, over 5700 babies died just before, during or soon after birth.  That’s over 100 babies every week.

Bereavement support for parents whose baby has died and working in collaboration with health professionals, remains at the core of everything that Sands does. But Sands also aims to ensure that there are fewer bereaved parents to support through our research and prevention work.

Find out more about our work: www.uk-sands.org

**Sands Benefits**

**Pension (non-contributory)**

We consider it important to encourage people to save for their retirement and as such provide staff with a 3% pension contribution paid into an Aegon Personal Pension. Contributions can be invested in a variety of funds according to your investment preference, or alternatively a default fund is available. Sands will increase our contribution into the pension scheme to 5% as soon as you achieve 3 years’ continuous employment with us.

Subject to eligibility, you will be automatically enrolled into the pension scheme as soon as your employment commences, and you will be able to make additional voluntary contributions into the scheme if you wish. You will, if required, have the option to withdraw from the pension scheme.

**Annual leave**

Staff receive 28 days annual leave plus bank holidays. Staff will be required to take 3 days annual leave during the period between Christmas & New Year.

**Employee Assistance Service**

At times staff members may face and need help with a variety of issues throughout their lives and as part of the commitment to staff members we provide independent and confidential counselling and information telephone service, free of charge. Support is available on a range of issues including legal, financial, emotional, health issues and work related concerns.

**Season ticket loan**

Permanent Head Office based staff are offered the opportunity to take an interest free loan to purchase season tickets for the journey between home and work. Available after a qualifying period.

**Childcare Vouchers**

Sands operates a childcare voucher scheme administered by Edenred, of the UK’s leading providers of employee benefits. You will be able to purchase vouchers up to the value of £243 free of tax and NI deductions, which can be used to pay your registered childcare provider. The value of the vouchers that you purchase will be deducted each month from your pre-tax pay via salary sacrifice.

**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 that you use to commute to work.

You will be able to select a new bike and equipment up to the value of £1,000, and re-pay the cost of this in interest-free instalments over a 12-month period from your pre-tax salary, meaning that you save on tax and NI deductions.

At the end of the official hire period, you will have the option to return the bike or equipment, purchase it at a reduced price (typically 18% or 25% of the original value) , or on payment of a small deposit continue to use it for a further 36 months.

About the role

Sands is seeking an enthusiastic and creative Marketing Officer who shares our passion for supporting bereaved families and reducing the levels of stillbirth in the UK.

This is an exciting opportunity to drive forward the organisation’s marketing and publications strategy, and act as brand champion for the organisation. The high profile nature of this role will involve working closely with staff across the organisation to develop first class publications and materials, ensuring seamless integration of the organisation’s brand into all communications and maintaining Sands’ external profile, including managing the organisation’s presence at conferences and events.

Our ideal candidate will be a first class marketing professional, with superb organisational and copywriting skills and an excellent eye for detail. You will understand the importance of brand and brand compliance, and have strong interpersonal skills.  Creative flair and an eye for design are essential, as is knowledge of design software. You will have experience of both traditional and online marketing with an excellent understanding of the digital landscape.

You will also be used to working with outside agencies and suppliers and be able to negotiate and manage budgets for discrete projects.  With the ability to work both on your own initiative and as part of a team, you will be able to respond flexibly to demands placed on the team and the department.

An excellent and sensitive communicator, you will be able to work collaboratively with other internal departments, external stakeholders, supporters and bereaved families.

This is a rewarding role which offers a fantastic opportunity to make a real difference to the work of Sands, helping us to achieve our vision of a world where fewer babies die.

To apply:

Please return the completed application form and monitoring form to **recruitment@uk-sands.org** by the closing date below:

**Closing date for applications: 9am on 24th February 2016**

**Interview Date: w/c 7th March 2016**

As we have limited staff resources we are unable to provide unsuccessful candidates with feedback on their applications.

Interviews will be held at our Head Office: Sands, 28 Portland Place, London, W1B 1LY

Job description / Role Profile

**Job Title:** Marketing Officer

**Responsible to:** Communications Manager

**Location:** Sands Head Office, 28 Portland Place, London, W1B 1LY

**Contract:** Permanent

**Salary:**  £24,832 per annum (plus £3,400 London Weighting Allowance)

**Hours:** 35 per week (9.30am to 5.30pm)

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| **Section (A): Scope of role** | *Scope of staff and financial management responsibility level of authority, impact, etc.* |
| **Number of direct reports** | **0** | *Number of indirect reports**(staff reporting to direct reports)* | **0** |
| **Size of Budget for which the role is responsible** | **£0** | *Level of financial authority with regard to expenditure* | **£0** |
| **What level of impact will the post holder’s actions and decision have on the team/function/business** | **Medium-high impact – managing development of publications and marketing materials, ensuring brand compliance, representing organisation at conferences and event** |
| **Who are the principal contacts that the role interacts with internally and externally** | **Colleagues including senior staff within all teams, other Communications team staff, suppliers and contractors, some supporters and bereaved families** |

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| **Section (B): Purpose of Role and Accountabilities** | *High level description of the role/why it exists* |
| To implement Sands’ marketing strategy, with responsibility for all print and production, and editorial responsibility for Sands printed publications and e-newsletter, ensuring brand compliance, and working within the communications strategy to ensure Sands publications are strategic and high quality. |

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| **Accountabilities:** | *Statement of the main areas of responsibility* |
| * Manage all print and production processes for the organisation
* Liaise with external agencies and suppliers, ensuring quality output and value for money
* With the support of the Communications Manager, help develop a marketing strategy that complies with the organisation’s corporate priorities and business plan and that is in line with the overall communications strategy
* Lead on implementing the marketing strategy
* Provide communications support for Sands events, and organise participation in external events
* Hold editorial responsibility for Sands publications, including the regular e-newsletters and Spotlight on Sands bulletin
* Draft copy for publications, social media and the website
* Edit and proof read copy drafted by others for publication
* Work with the fundraising and other teams to manage stock levels of Sands publications
* Act as brand champion and guardian with sign-off for all communication materials produced across the organisation, flagging up any issues or queries with the Communications Manager, and ensuring a consistent verbal and visual identity
* Managing and delivering the copywriting, proof reading, design and print production for all marketing materials and corporate publications, including reports, guides, leaflets, posters, flyers, newsletters, web copy, e-newsletters and other promotional activity.
* Oversee all aspects of events in conjunction with the lead operational department, including conferences, seminars and exhibitions.
* Lead on responding to external enquiries relating to requests for speakers, book endorsements, product placement, resources for external events (schools, colleges etc.) and print reproduction/copyright enquiries
* With the support of the Communications Manager assist in the management of the roster of marketing suppliers including printers, designers, photographers, list brokers and communication agencies.
* Work with the fundraising team to promote and manage distribution and sales of marketing materials, and produce monthly reports
* To build strong relationships with all internal departments and act as the first port of call for colleagues on any aspect of marketing.
* Meet regularly with Heads of Department and project teams across the organisation to maintain an up-to-date schedule of projects which require marketing input.
* Ensure that effective administration and record keeping in the department is up to date at all times, including effective communications processes for project management, sign-off and approval.
* With the support of the Communications Manager develop costed budgets, and manage the marketing expenditure in line with the budget.
* Oversee the sourcing of merchandise and other materials for use at events and conferences. Work with fundraising and other teams to source and build customer bases for merchandise sold by Sands.
* Work across teams to undertake occasional market research and database analysis to provide us with better insight into Sands’ supporters, target audiences and stakeholders.
* Work with colleagues to refine Sands’ brand promise and Sands’ services, and advise on the promotion of those.
* Assist with creating awareness of Sands’ brand and brand narrative through digital and social media.
* Help identify promotional opportunities that will help build awareness of Sands’ brand, including partnerships, advertising campaigns and high profile events.
* Oversee, monitor and provide advice on any advertising proposed by Sands’ departments to promote our services.
* Provide marketing support to the Fundraising team when dealing with corporate partners
* Deputise for the Press and PR officer where appropriate; take part in an out of hours on call rota
* Undertake any other duties as may be reasonably required to ensure the effective and smooth running of the work produced by the Communications team
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| **Section (C): Knowledge, Skills & Experience** | *The minimum level of skills needed to do the role* |
| **Critical Skills** | *Detail any technical skills/expertise at a level that is critical to the business, i.e. are they the organisation’s expert in that field.* |
| * Relevant experience in a similar role
* Ability to write engaging copy for a variety of audiences
* Excellent attention to detail and ability to proof read
* Experience of working with outside agencies
* Eye for design and knowledge of design software such as Photoshop and InDesign
* Experience of online marketing, digital media and e-newsletter distribution
* Experience of planning and co-ordinating events
* Understanding of brand and brand compliance
* Experience of print production and stock control processes
* Experience of developing and implementing marketing strategies
* Ability to manage budgets for discrete projects and negotiate
* Strong IT skills including experience of website content management systems
* Knowledge of how a press office works and ability to work with the media
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| **Other Skills and Experience required** | *Other skills needed to do the role* |
| * Good interpersonal skills and ability to work as part of a team
* Strong organisational skills
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| **Section (D): Competencies and Qualifications** | *The minimum level required for role* |
| **Competencies** | *Demonstrable attributes/behaviours that the role holder must possess to be successful in the role* |
| * An understanding of maternity, health care policy and practice across the UK
* Empathy with Sands and its aims
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| **Qualifications required***Note level of Actual Qualifications possessed by role holder which enhance role, i.e. Counselling Diploma, Database Management Certificate, etc.* | *List any qualifications necessary to perform the role*  |
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| **Section (E): Performance Measures** | *List the critical success factors used to determine whether desired results have been achieved.* |
| * Key performance indicators (KPIs) for role per Business Plan
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*In order to maintain effective services, you may be required to undertake any other reasonable task, which is broadly consistent with those in this document and could be expected within the remit of this role and within your level of skills, experience and knowledge, as determined by your Head of Department.*

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| **Name of Role Holder** | **Name of Manager** |
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| **Signed:** | **Signed:** |
| **Date:** | **Date:** |