



Sands  
Application Information  
**Campaigns Officer**

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September 2023

# About Sands

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Sands exists to save babies' lives and ensure that anyone affected by pregnancy loss or baby death receives the support and care they need.

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 more than 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 policy and practice and supports research to better understand the causes of deaths and save babies' lives.

Sands raises awareness of baby loss and works with government, key influencers and other stakeholders to make reducing the number of babies dying a priority nationally and locally.

Since 1978, Sands has grown into a UK-wide charity with a powerful vision shared by dedicated supporters, healthcare professionals, partners, staff and bereaved parents and families.

Sands has grown its income by more than double since 2019 to £7m 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 Services

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.

## Sands 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 Aviva 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.

## Life Insurance

All Staff are covered by a Life Insurance Policy which pays 3 x annual salary to nominated beneficiaries. Staff also have access to Canada Life's WeCare wellbeing platform including 24/7 online GP, mental health counselling and financial and legal support. Additionally Staff have access to Bereavement Counselling and a Probate Helpline.

## 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

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This role in our award winning public affairs and campaigns team plays a pivotal part in delivering impactful campaigns at a national and local level, to help save babies' lives and ensure that anyone affected by the death of a baby receives the care and support they need.

A key element of this role will be to develop the capacity of Sands volunteers, supporters, and campaigners to take action to improve their local services and influence national policy. You will therefore need to have experience of supporting people with lived experience to take part in campaigns.

You will be a great communicator with experience of creating engaging campaigns content and resources and compelling e-actions, ensuring that our campaigns are evidence based and reflect the views and experiences of a diverse range of bereaved parents and families.

A high level of flexibility and proactivity is essential, together with the ability to work well across different teams and on your own initiative. You will have the skills to be able to absorb and understand complex issues and get them across in a clear and concise way to diverse audiences. Your written work will be of high quality and you will be able to use Excel to manipulate data and store information.

You will therefore need to demonstrate a well-organised approach, be able to cope with demanding situations and meet tight deadlines.

In addition to the above, you will understand and empathise with the needs of bereaved parents and have an excellent understanding of diversity and inclusion.

## To apply:

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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.

CVs and supporting statements should be sent as attachments to an email in either Word or PDF format. The title of the attachments should be your first name, surname and either CV or supporting statement e.g. "Robert Harvey CV"

Please also complete the Diversity and Equality Monitoring Form and send this with your application.

**Closing date for applications : 8<sup>th</sup> October 2023**

**Interview Date: week commencing 16<sup>th</sup> October 2023**

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

# Job Description

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<b>Job Title:</b>	Campaigns Officer
<b>Responsible to:</b>	Head of Public Affairs and Campaigns
<b>Location:</b>	Home based with some travel
<b>Contract:</b>	Permanent
<b>Salary:</b>	£33,000 per annum plus £312 Home Worker Allowance per annum
<b>Hours:</b>	Full Time – 35 hours per week

## **Main Purpose of Job:**

To help deliver integrated and impactful campaigns at a national and local level, which support Sands core aims to save babies lives and ensure anyone affected by the death of a baby receives the care and support they need by:

1. Support the development and implementation of national and local campaigns to further Sands core aims.
2. Develop the capacity of Sands local volunteers, supporters and campaigners to take action to improve their local services.
3. Ensure that Sands campaigns are evidence based and reflect the views and experiences of a diverse range of bereaved parents and families.

## **Key Responsibilities**

*Support the development and implementation of national and local campaigns to further Sands core aims.*

- Contribute to the development of campaign strategies and plans to advance Sands' strategic objectives at a national and local level.
- Produce engaging campaigns content for use digitally across different platforms and in hard copy, working with the engagement team to ensure asks are effectively communicated to key audiences.
- Create compelling e-actions to support our campaigns using the Sands digital campaigning platform.
- Work with colleagues to support the production of press releases and responses to media inquiries.
- Organise campaigns meetings and events (virtual or in person).

*Develop the capacity of Sands volunteers, supporters, and campaigners to take action to improve their local services and influence national policy.*

- Work collaboratively with teams working with Sands supporters and volunteers to maximise the impact of our campaigns, including supporting the creation of effective campaign supporter journeys.
- Create written and visual resources to support campaigning.
- Develop training sessions to build campaigning skills, to be delivered online or in person, or recorded.
- Provide advice and support to Sands campaigners via email, telephone and video call.
- Ensure key data and information about Sands campaigns and our campaigners are up to date and stored in the relevant place, including the Sands database.

*Ensure that Sands campaigns are evidence based and reflect the views and experiences of a diverse range of bereaved parents and families.*

- Undertake evidence gathering projects to support Sands campaigns work, including collating and analysing data and presenting findings in an accessible and engaging way.
- Ensure that the views of bereaved parents and families inform Sands campaigns and provide opportunities for Sands volunteers to get involved in our campaigning activity.
- Provide direct support to bereaved parents to help them become confident campaigners, so they are well informed, equipped to speak out and know how to go about it.

#### *General tasks*

- Undertake any other duties commensurate with the role as required by the Head of Public Affairs and Campaigns and the Director of Research, Education and Policy.
- Model the culture and values of Sands at all times.
- Work flexibly with other members of staff and team, with some evening/weekend working .
- Maintain a high level of confidentiality and professional conduct.
- Abide by all Sands Policies and Procedures and undertake all mandatory training as required.



# Person Specification

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Skills/Experience		
Importance	Criteria	Assessment
1. Essential	Experience of supporting the delivery of impactful campaigns	Application and Interview
2. Essential	Ability to gather evidence, absorb and understand complex issues and communicate them effectively to diverse audiences	Application and Interview
3. Essential	Excellent verbal and written communication skills with experience of drafting engaging campaigns content and resources	Application and Interview
4. Essential	Experience of devising and creating compelling e-actions	Application and interview
5. Essential	Experience of evidencing campaign impact, including reporting, monitoring and measuring outputs and impact	Application and interview
6. Essential	Ability to represent Sands professionally, remaining politically neutral	Application and Interview
7. Essential	Experience of using Excel to manipulate data and store information	Application and Interview
8. Essential	Experience of supporting volunteers and people with lived experience to take part in campaigns	Application and Interview
9. Desirable	Experience of drafting media releases to support campaigns work	Application and Interview
10. Desirable	Experience of supporting local campaigns	Application and Interview
11. Desirable	Experience of using a database	Application and Interview
Core Competencies		
Importance	Criteria	Assessment
12. Essential	Ability to build effective working relationships with colleagues, volunteers and external stakeholders working in a collaborative and inclusive way	Application and Interview

13. Essential	Excellent time management skills with the ability to prioritise own workload, self-motivate, deal with conflicting demands and meet tight deadlines under pressure	Application and Interview
14. Essential	An understanding of and empathy with the issues surrounding the death of a baby	Application and Interview
15. Essential	Excellent understanding and advocacy of issues relating to equality, diversity and inclusion	Application and Interview
16. Essential	Able to work occasional evenings and weekends and to undertake occasional travel within the UK	Application and Interview