



Sands  
Application Information

**Marketing and Campaigns Manager**

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March 2024

# 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.

We provide bereavement support services both nationally through our Freephone helpline, 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.

We promote improvements in policy and practice, and support 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 additional services from Legal and General including legal and financial support, a medical helpline, and a health and wellbeing platform. Additionally, Staff have access to a wide range of shopping offers and discounts, plus advice on finding and funding later life care for their loved ones or themselves.

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

Integrated marketing campaigns are integral to Sands' growth and are key to driving brand awareness, reach, engagement, income growth and social change. This high-profile and exciting role is responsible for developing the strategy for Sands' core integrated marketing campaigns, and coordinating subject matter experts across the charity to deliver campaign performance.

One of these campaigns is the annual Baby Loss Awareness Week campaign. Sands is the lead organisation of this campaign and works in alliance with over 100 other organisations to deliver this.

The post-holder will be responsible for managing a team of Marketing & Communications Officers, and will support other departments in developing their marketing strategies to help them achieve their business goals. Acting as a consultant, your marketing expertise could help shape the future of volunteer recruitment, supporter acquisition, mobilisation campaigns, expansion of our Sands United sports teams, health professionals' training and fundraising product marketing.

You will be an audience-centred marketer that thrives in a fast-paced environment with excellent project management skills.

The post-holder will work closely with the Head of Communications & Engagement and Director of Income & Engagement to spot opportunities that enable Sands to reach more people across the UK.

You will need to demonstrate experience of running successful digital and integrated marketing campaigns, with the ability to lead and inspire a small team.

An excellent communicator and relationship-builder, you have excellent attention to detail and an ability to work iteratively.

This role is key in helping more people to understand our vision of a world where fewer babies die, and when a baby does die, anyone affected receives the best possible care and support for as long as they need.

## 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".

**Closing date for applications: 8<sup>th</sup> April 2024**

**Interviews will be held online on 19<sup>th</sup> and 22<sup>nd</sup> April 2024**

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

# Job Description

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<b>Job Title:</b>	Marketing & Campaigns Manager
<b>Responsible to:</b>	Head of Communications & Engagement
<b>Department:</b>	Engagement
<b>Location:</b>	Home-based
<b>Contract:</b>	Permanent
<b>Salary:</b>	£48,000 per annum plus £312 per annum Home Worker Allowance
<b>Hours:</b>	35 hours per week (9.30am to 5.30pm but flexible hours will be considered)

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## **Main Purpose of Job:**

Integrated marketing campaigns are integral to Sands' growth and are key to driving brand awareness, reach, engagement, income growth and social change. This role will be responsible for developing the strategy for Sands' core integrated marketing campaigns and coordinating subject matter experts across Sands to deliver campaign performance.

One of these campaigns is Baby Loss Awareness Week, an annual campaign, about to have its 22<sup>nd</sup> Anniversary. Sands is the lead organisation of this campaign and works in alliance with over 100 other organisations to deliver Baby Loss Awareness Week.

The Marketing & Campaigns Manager will also be responsible for managing Marketing & Communications Officers and supporting other departments' in developing their marketing strategies and tactics to help them achieve their business goals. Acting as a consultant, your marketing expertise could help shape the future of volunteer recruitment, supporter acquisition, mobilisation campaigns, expansion of our Sands United sports teams, health professionals' training and fundraising product marketing.

You will be an audience-centred marketer that thrives in a fast-paced environment, an excellent communicator and a project manager with experience of managing multiple projects at once. You will be confident in digital marketing activities, and will be responsible for ensuring Sands develops best in class e-communications processes. You will enjoy being part of a team that is committed to learning and utilising new digital marketing techniques to reach audiences, and sharing learnings with the organisation to enhance future plans.

The role will work closely with the Head of Communications & Engagement and Director of Income & Engagement to spot opportunities that enable Sands to reach more people across the UK, helping more people to understand our work to save babies' lives and provide bereavement support to anyone affected by pregnancy loss or baby loss.

### **Key responsibilities:**

#### **People Management**

Be responsible for managing a team of three Marketing & Communications Officers, helping them to develop their skills in marketing, communications, stakeholder management and strategy development.

Deputise for Head of Communications & Engagement when appropriate.

#### **Campaign Management & Strategy Development**

Be responsible for the development, coordination and growth of Sands' annual integrated 'flagship campaigns', including:

- Sands' Awareness Week: Plan, coordinate and deliver the campaign with support from colleagues, ensuring each department contributes towards campaign aims and objectives such as driving more public awareness of Sands' and our work, optimising engagement and income, and driving mass change.
- Baby Loss Awareness Week (BLAW): Plan, coordinate and deliver BLAW across our network of Alliance members (over 100 charities), so that as many people as possible, both in the UK and globally, are aware of pregnancy loss and baby loss. Help Sands and its Alliance organisations reach, influence and mobilise more people, optimise conversion, income generation, and remembrance.

#### **Marketing Consultancy**

Support the Head of Communications & Engagement and other colleagues to develop and deliver a range of appeals and targeted campaigns. This could include:

- Brand awareness campaigns
- Mobilisation and change campaigns
- Marketing our professional knowledge, consultancy and training services
- Volunteer recruitment
- Growth of Sands United FC and Sands in the Community
- Marketing our bereavement support services



- Lead Sands' approach to e-communications, working with colleagues across the organisation to ensure a best in class process. Scoping and developing briefs for external agencies to deliver marketing activities on behalf of the organisation.

## **General**

- Be a core member of the Communications & Engagement team and wider Income & Engagement department, working in collaboration with colleagues in other departments to deliver strategic objectives
- To work flexibly and adaptably
- To undertake other duties as required by the Head of Communications & Engagement, Director of Income & Engagement and Board of Trustees from time to time
- 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 Sands' vision and values at all times

**This Job Description is not contractual and is liable to change over time.**

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# Person Specification

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## Core Competencies

Importance	Criteria	Assessment
Essential	Demonstrable experience of running successful digital and integrated marketing campaigns	Application, Interview and Task
Essential	Demonstrable experience of project management and coordinating stakeholders	Application and Interview
Essential	Excellent communicator with strong interpersonal skills	Application, Interview, and Task
Essential	Line management experience	Application and Interview
Essential	Excellent attention to detail balanced with an ability to work iteratively	Application and interview
Essential	Strong organisational skills	Application and interview
Essential	Willingness to work occasional evenings and weekends and to undertake occasional travel throughout the UK	Application and interview
Essential	Empathy with Sands and its aims	Application and interview

## Skills and Experience

Importance	Criteria	Assessment
Essential	Experience in a similar role	Application and interview
Essential	Hands-on experience of marketing channels, and how to apply this to campaign strategy development	Application, interview and task
Essential	Ability to write engaging copy and good editorial skills	Application and interview
Essential	Experience of working with outside agencies and stakeholders	Application and Interview
Essential	Knowledge of digital campaigning and related online platforms and software	Application and interview
Desirable	Experience of managing brands and ensuring communications adhere to brand guidelines	Application and Interview
Desirable	An understanding of maternity, health care policy and practice across the UK	Application and interview