



Sands  
Application Information

## **Public Affairs and Campaigns Support 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 supporting the delivery of impactful campaigns which support Sands' core aims to save babies' lives and ensure that anyone affected by the death of a baby receives the care and support they need.

In this new and exciting role, you will support Sands campaigning activity at a local and national level across the UK, as well as supporting our public affairs activities including monitoring and recording parliamentary activity of relevance to Sands.

You will have excellent verbal and written communication skills with the ability to draft content for different audiences – ideally involving campaigns or public affairs/parliamentary work.

You will also need to have experience of responding to enquiries from members of the public, and of using Excel to manipulate data and store information.

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 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 23<sup>rd</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>	<b>Public Affairs and Campaigns Support Officer</b>
<b>Responsible to:</b>	Head of Public Affairs and Campaigns
<b>Location:</b>	Home based with occasional travel
<b>Contract:</b>	Permanent
<b>Salary:</b>	£30,000 per annum plus £312 Home Worker Allowance per annum
<b>Hours:</b>	Full Time – 35 hours per week

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## **Main Purpose of Job:**

Assist in the delivery of impactful campaigns 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. Supporting Sands campaigning activity at a national and local level across the UK
2. Supporting Sands public affairs activities across the UK

## **Key Responsibilities**

*Supporting Sands campaigning activity at a national and local level across the UK*

- Collect and analyse campaigns data and evidence to produce information for campaigners, supporters and decision-makers.
- Create campaigns materials, such as web copy, emails and social media content for both campaigners and decision-makers.
- Keep campaigner data up to date on the Sands database.
- Support management of the campaigns email inbox - responding to enquiries from Sands campaigners, supporters and volunteers as well as members of the public (including bereaved parents) and internal teams.
- Assist in the organisation and delivery of campaigns meetings and events.
- Work collaboratively with other teams working with Sands supporters and volunteers to maximise the impact of our campaigns and raise awareness of public affairs and campaigns work internally.

### *Supporting Sands public affairs activities across the UK*

- Assist with monitoring and recording parliamentary activity of relevance to Sands
- Support the Public Affairs Officer with administrative duties related to Sands' role as secretariat for the All-Party Parliamentary Group on Baby Loss, such as, responding to inquiries, maintaining mailing lists and creating and distributing meeting notes and agendas.
- Assist in the organisation and delivery of Sands parliamentary events and attendance at party conferences.

### *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 occasional 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

Skills/Experience		
Importance	Criteria	Assessment
1. Essential	Experience of working in a campaigning or public affairs/parliamentary environment	Application and Interview
2. Essential	Experience of using Excel to manipulate data and store information	Application and Interview
3. Essential	Ability to gather evidence, absorb and understand complex issues and communicate them effectively to diverse audiences such as campaigners and politicians	Application and Interview
4. Essential	Excellent verbal and written communication skills with experience of drafting content for different audiences	Application and Interview
5. Essential	Experience of responding to enquiries from members of the public	Application and Interview
6. Essential	Ability to represent Sands professionally, remaining politically neutral	Application and Interview



7. Desirable	Experience of organising meetings and events	Application and Interview
8. Desirable	Experience of drafting online and social media content to support campaigns or public affairs work	Application and Interview
9. Desirable	Experience of using a database	Application and Interview
<b>Core Competencies</b>		
<b>Importance</b>	<b>Criteria</b>	<b>Assessment</b>
10. Essential	Able to work well in a team with the ability to support colleagues when required, as well as on your own initiative	Application and Interview
11. Essential	Well organised with considerable attention to detail	Application and Interview
12. Essential	Have a flexible approach, and the ability to cope with demanding situations and work to tight deadlines	Application and Interview
13. Essential	A demonstrable commitment to and empathy with Sands' aims and comfortable working within a bereavement environment and talking to bereaved people	Application and Interview
14. Essential	Understanding and advocacy of issues relating to equality, diversity and inclusion	Application and Interview
15. Essential	Able to maintain a high level of confidentiality regarding sensitive and confidential information	Application and Interview
16. Desirable	Able to work occasional evenings and weekends and to undertake occasional travel within the UK	Application and Interview