



Sands
Application Information
Public Affairs Officer

April 2025

About Sands

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

We campaign to save babies lives and improve bereavement care, working with government, key influencers and other stakeholders to make saving babies lives and improving care for bereaved families a priority nationally and locally.

We promote improvements in policy and practice and support research to save babies' lives. Working in partnership with professionals, and the NHS we offer a range of training programmes and bereavement care resources so that every bereaved family receives the best possible care wherever they are in the UK.

Our bereavement support services are available both nationally through our Freephone helpline, online community and resources, and locally through a network of more than 100 local support groups based across the UK and run by trained befrienders.

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

We have grown our income by more than double since 2019 to £8m and, as part of our strategic plan, are focusing on how we can make the biggest different to the lives of bereaved families and to save babies' lives. To find out more, visit www.sands.org.uk

Our vision 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

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.

Tickets for Good

All Staff have membership of a platform which offers free and discounted tickets to a wide range of entertainment events.

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

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

This role in our award-winning public affairs and campaigns team is integral in delivering impactful campaigns which shape public policy, aiming to save babies' lives and ensure that anyone affected by the loss of a baby receives compassionate care and support.

A key part of the job will be co-ordinating the work of the influential All-Party Parliamentary Group on Baby Loss for which Sands provides the secretariat and will involve regular travel to London.

You will be a great communicator with experience of using a variety of tactics and public affairs approaches to influence public policy and political agendas. Building strong relationships with politicians, civil servants, charities, and professional bodies across various levels will be a key part of your work.

The role demands a high degree of flexibility, proactivity, and the capacity to work independently and collaboratively across teams. You should excel at grasping and communicating complex issues in a clear and concise manner. Outstanding writing skills and the ability to plan and manage meetings and events effectively are essential.

You should also demonstrate strong organisational skills, thrive under pressure, and handle tight deadlines with composure. Equally important is your empathy toward bereaved parents and a thorough understanding of diversity and inclusion principles.

To apply:

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. 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. "NAME CV"

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

Closing date for applications : 5pm on 21st April 2025

Interview Date: 1st May 2025

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

Job Description

Job Title:	Public Affairs Officer
Responsible to:	Head of Public Affairs & Campaigns
Department:	Research, Education and Policy
Location:	Home based with regular travel to London
Contract:	Permanent
Salary:	£34,256 per annum plus £312 Home Worker Allowance per annum
Hours:	Full Time – 35 Hours per week

Main Purpose

To deliver public affairs work which supports Sands external influencing activity to save babies lives and ensure that anyone affected by baby loss receives the care and support they need by placing these firmly on the agenda of parliamentarians, political parties and government departments:

- 1. Lead on the secretariat for the All-Party Parliamentary Group on Baby Loss:**
 - act as main point of contact for parliamentarians on the group and their staff
 - responsibility for administration of the group
 - meetings, notes and follow-up
 - maintain the group's membership and mailing lists and the APPG Register
 - grow the membership of the group and increase awareness of its activity
 - plan and deliver APPG inquiries, campaigns, reports, events and debates
 - maintain the APPG presence online
- 2. Help build and maintain relationships with key stakeholders in Westminster and Whitehall:**
 - Draft high quality public affairs content such as parliamentary questions and briefings for senior staff and politicians

- Build and maintain productive relationships with MPs and their staff and ensure key information about Sands political contacts are up to date and stored in the relevant place
- Create and disseminate impactful resources to communicate policy asks and positions to political stakeholders
- Monitor and record political and parliamentary activity of relevance to Sands, update colleagues and where appropriate, assist in developing a response
- Deliver parliamentary events
- Create and maintain public affairs resources for use across Sands
- Work with colleagues in the devolved nations as required

3. Assist in public affairs aspects of campaigning activity:

- Undertake evidence gathering projects to support Sands public affairs and 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 public affairs activity and provide opportunities for Sands campaigners to lobby key stakeholders
- Work with colleagues to support the production of press releases and responses to media inquiries, distributing to key political contacts
- Ensure parliamentary work complements policy and campaigns activity
- Support the creation of digital communications to key stakeholders

General

- Manage external suppliers as required
- Undertake any other tasks and responsibilities as reasonably required by The Head of Public Affairs and Campaigns and the Director of Research, Education and Policy, Chief Executive and Board of Trustees. Liaise regularly with other Sands departments/teams and keep up to date with what they are doing, working flexibly across the organisation
- Occasional evening/weekend working is likely.
- Promote the Sands vision and values at all times.

Person Specification

Skills/Experience		
Importance	Criteria	Assessment
1. Essential	Excellent interpersonal skills including proven ability to build and maintain productive relationships with politicians, decision-makers, campaigners and bereaved parents	Application and interview
2. Essential	Experience of supporting the delivery of public affairs aspects campaigns aimed at influencing public policy	Application and Interview
3. Essential	Experience in delivering parliamentary events	Application and Interview
4. Essential	Ability to absorb and understand complex issues and communicate them effectively to political, public and professional audiences	Application and Interview
5. Essential	Excellent verbal and written communication skills with experience of drafting briefings, digital content and other public affairs communications	Application and interview
6. Essential	Ability to represent Sands professionally, remaining politically neutral	Application and Interview
7. Essential	Ability to travel to London on a regular basis	Application and Interview
8. Essential	Excellent computer skills (including MS Office applications – Word, Outlook, Excel, Teams and PowerPoint)	Application and Interview
9. Desirable	Experience of providing the secretariat to an All-Party Parliamentary Group	Application and Interview
10. Desirable	Experience of drafting media releases to support public affairs work	Application and Interview
Core Competencies		
Importance	Criteria	Assessment
11. Essential	Well organised with considerable attention to detail	Application and Interview

12. 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
13. Essential	Have a flexible approach, and the ability to cope with demanding situations and work to tight deadlines	Application and Interview
14. Essential	Excellent understanding and advocacy of issues relating to equality, diversity and inclusion	Application and Interview
15. 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
16. Essential	Able to maintain a high level of confidentiality regarding sensitive and confidential information	Application and Interview
17. Essential	Able to travel to London for work events and meetings	Application and Interview
18. Desirable	Able to work occasional evenings and weekends and to undertake occasional travel throughout the UK	Application and Interview