



Sands
Application Information

**Creative Design Lead
(6-month maternity cover)**

October 2023

About Sands

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

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

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

Sands is looking for a Creative Design Lead to manage our in-house 'creative and design hub' to deliver timely, cost-effective and high quality creative design projects, solutions and collateral across the charity. This exciting and pivotal role will have responsibility for managing design processes, creating and developing concepts, designs and artwork across all of Sands' media channels, digital and print.

This is a high-profile and crucial role which will involve working closely with all internal departments, working on a range of briefs including fundraising products, marketing materials and bereavement support materials in addition to resources for Sands volunteers and merchandise. The development of Sands' brand is also a key element of the Design Lead's remit, and this role will be central to the delivery and roll-out of a brand strengthening project.

With significant experience in delivering a range of creative material in both digital and print formats, you will be highly proficient in the use of relevant design and software packages including Adobe Creative Suite (particularly Photoshop, Illustrator, InDesign), Canva and Microsoft Office.

As a highly experienced and passionate design professional, you will be able to demonstrate your ability to distil complex information and convey this creatively.

A highly effective communicator, you will have experience of liaising with external suppliers, consultants and design agencies.

You will need to demonstrate a high level of organisational ability and attention to detail, have a collaborative and flexible approach, and be able to demonstrate a commitment to the aims of Sands.

Please note that this is a fixed-term role for 6 months to cover maternity leave.

To apply:

Please submit your CV, and design portfolio (pdf, webpage or other standard format is fine) 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.

Closing date for applications: 22nd November 2023

Interview Date: 29th November 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

Job Title:	Creative Design Lead
Responsible to:	Head of Communications and Engagement
Location:	Working at home
Contract:	6 month fixed-term contract
Salary:	circa £40,000 per annum pro rata plus £312 Home Worker Allowance per annum pro rata.
Hours:	Full Time – 35 Hours per Week (these hours can be worked flexibly over the week) Please note we are also open to this role being a job share between two candidates splitting creative hub management and design direction duties.

Main Purpose of Job:

The Creative Design Lead is an exciting and pivotal role within the Engagement Team. They support Sands' engagement with multiple audiences and are responsible for managing Sands' visual and creative output. This is across all forms of media both physical and digital, including video, animation and sound.

The Creative Design Lead works closely with all teams across the charity on a diverse set of briefs to support Sands' Strategic objectives.

This role has oversight of the 'creative and design hub' which is a function within the engagement team. The role is responsible for the creative direction and management of the hub, including line management of its members (currently two in-house with one freelancer on retainer) and with their engagement team colleagues, facilitating a briefing process to promote the efficient delivery of projects. They also undertake creative and visual design work.

They must be an excellent communicator with a collaborative approach, able to coordinate with external suppliers and project teams across Sands.

This role has a significant responsibility for brand guardianship and development of the brand, including delivery and roll-out of our current brand strengthening project. In collaboration with relevant staff members (including data and software management) this role empowers Sands' stakeholders to represent Sands' brand.

Above all, this role takes a lead in telling Sands' story. They use imaginative ways to help the organisation reach and inspire audiences to act.

Key Responsibilities

People Management

- Responsible for managing the 'design and creative hub' team, helping them to develop their technical skills, confidently represent Sands' brand, whilst working to deliver creative briefs in-time and on-budget
- Support team members to develop abilities in the practical facilitation of design and creative processes and administration
- Manage a roster of freelancers and agencies appointed to deliver creative work

Creative Design Hub Management and Brand Guardianship

- Management of Sands' creative processes including scheduling, budgeting and processing briefs
- Collaborate with Sands' internal teams to schedule and manage insourcing/outsourcing as required
- In partnership with Digital Engagement Lead and other members of the Engagement team, curate and manage Sands YouTube and social media video content
- As chief Brand Guardian, oversee and ensure that Sands' brand and its values are reflected across all visual communications, and that opportunities and risks are scoped and considered
- On projects that strengthen and develop Sands brand such as a brand review, represent Sands and its stakeholder's interests as Creative Lead and Brand Guardian.
- In collaboration with relevant staff members (including data and software management) establish, grow and maintain a visual assets library, ensuring equality, equity, diversity and inclusion is embedded across this work and that all assets meet GDPR compliance

Design Work and Creative Direction

- Collaborate with the current Creative Lead, in-house team and relevant agencies to progress Sands brand strengthening project and initial roll-out, including the delivery of dynamic branded materials and new guidelines.
 - Undertake creative and design work inclusive of print and digital mediums and lead on the expansion of Sands' audio-visual output
 - Ensure all visual output is high quality on brand and within guidelines
 - Consult and advise on considerations of print and digital production, directly with suppliers and in collaboration with project leads
 - Work to evolve Sands' existing print and digital materials in line with the organisations key objectives
 - Empower Sands' stakeholders to represent Sands' brand through the use of templates, branded assets and guidance

General

- Attend and contribute to meetings and Sands events as required.
- Maintain an up to date knowledge of current activities within Sands and be an advocate of the Sands brand at all times.
- To work flexibly with other members of the team
- To maintain confidentiality over personal information
- Provide future line management support to team members in line with operational requirements
- Participate in training, 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 the Sands vision and values at all times and abide by all Sands Policies and Procedures.
- Commitment to and understanding of Equal Opportunities.

This job description is not contractual and is liable to change over time

Person Specification

Importance	Criteria	Assessment
Essential	Demonstrable strong conceptual design skills combined with creative and design led thinking	Application & Interview
Essential	Highly proficient in the use of relevant design and other software packages e.g. Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, and Microsoft Office	Application & Interview
Essential	Ability to distil complex information and convey in design and creative solutions	Application & Interview
Essential	Proven creative experience and a track record of delivering a range of creatives including infographics, marketing collateral, campaigning, fundraising, training and instructional materials both digital and print	Application & Interview
Essential	Ability to work and investigate briefs on your own	Application & Interview
Essential	Experience of and the ability to liaise and where required manage print and production, AV producers, creative and design agencies/suppliers/freelancers	Application & Interview
Essential	The ability to multi task, perform well under pressure and meet tight deadlines	Application & Interview
Essential	Experience of planning and organising own work and meeting deadlines	Application & Interview
Essential	Ability to write clearly and accurately, including corresponding by email, as well as drafting routine correspondence	Application, assessment & Interview
Essential	Excellent organisational skills and exceptional attention to detail	Application, assessment & Interview
Essential	Ability to work on own initiative and as part of a team as well as across teams	Application & Interview
Essential	Ability to commit to and work within the aims, principles and policies of Sands	Application, assessment & Interview
Desirable	BA (Hons) Graphic Design or equivalent qualification	Application, assessment & Interview
Desirable	Understanding of digital design and experience in the associated programmes	Application, assessment & Interview
Desirable	Ability to write engaging copy for multiple audiences	Application, assessment & Interview

Desirable	Strong interest in the wider aspects of design and its application and typography and design application	Application, assessment & Interview
Desirable	Line management experience	Application, assessment & Interview
Desirable	An understanding and interest in the charity sector and charity fundraising and engagement	Application, assessment & Interview