Sands

Application Information

**Head of Fundraising & Communications**

**About Sands**

Sands, the stillbirth and neonatal charity, is a well established and widely respected national charity that:

* Supports anyone affected by the death of a baby
* Works in partnership with health professionals to ensure that bereaved parents and families receive the best possible care
* Promotes and funds research and changes in care that could help to reduce the loss of babies’ lives.

Over 30 years ago the devastating impact of the death of a baby on the mother and father was neither widely understood nor acknowledged. For many parents it felt as if their baby had not existed and did not matter. Sands was established in 1978 to change that perception.

Since that time Sands has supported many thousands of families whose babies have died, offering emotional support, comfort and practical help. Working in partnership with health professionals and service providers, Sands has played a lead role in transforming the culture and practice of perinatal bereavement care in the UK.

Whilst the way in which parents and families are cared for and supported has substantially changed, the tragic reality is that large numbers of families continue to be devastated by the death of a baby. In the UK, in spite of medical advances, 17 babies are stillborn or die within the first 28 days of life every day.

Bereavement support for parents who have lost a baby and working in collaboration with health professionals, remains at the core of everything that Sands does. Sands also aims to ensure that there are fewer bereaved parents to support.

Find out more about our work: www.uk-sands.org

**Sands Benefits**

**Pension (non-contributory)**

We consider it important to encourage people to save for their retirement and as such provide staff (after successful completion of a probation period) with a 3% pension contribution paid into an Aegon Personal Pension. Contributions can be invested in a variety of funds according to your investment preference, or alternatively a default fund is available.

**Annual leave**

Staff receive 28 days annual leave plus bank holidays. Staff will be required to take 3 days annual leave during the period between Christmas & New Year.

**Employee Assistance Service**

At times staff members may face and need help with a variety of issues throughout their lives and as part of the commitment to staff members we provide a 24:7 independent and confidential counselling and information telephone service, free of charge. Support is available on a range of issues including legal, financial, emotional, health issues and work related concerns.

**Season ticket loan**

Permanent Head Office based staff are offered the opportunity to take an interest free loan to purchase season tickets for the journey between home and work. Available after a qualifying period.

**About the role**

We are seeking an experienced senior fundraising and communications specialist to join us in this newly created post of Head of Fundraising & Communications. The successful candidate will lead and develop these multi disciplinary functions at a time of development change and growth. This is a diverse and challenging opportunity for an experienced professional who has the ability to balance a wide range of responsibilities.  
  
You will be responsible for providing strategic leadership and management in creating, developing, maintaining and implementing the organisations fundraising, marketing and communications strategies to fulfil our strategic aims.   
  
You will be educated to degree level with experience of leading and managing Fundraising and Communications teams; you must have significant experience of developing people and developing relationships with a range of different stakeholders. You should also have a proven record of contributing creative solutions within tight budgets; ideally you will also have a good working knowledge of the voluntary sector, of building successful fundraising programmes and in developing our media and PR work.  
  
Adaptability and excellent written and verbal communication skills are a must.

**To apply:**

Please return the completed application form and monitoring form to [**recruitment@uk-sands.org**](mailto:recruitment@uk-sands.org) by the closing date below:

**Closing date:**  5.30pm on Monday 6th October 2014

**Interview Date:**  Week commencing 13th October 2014

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

Interviews will be held at our Head Office: Sands, 28 Portland Place, London, W1B 1LY

**Job Description**

**Job Title:** Head of Fundraising and Communications

**Responsible to:** Chief Executive

**Responsible for:** Fundraising, Press Office, Public Affairs, Corporate Events, Marketing, Website/Social Media, freelancers

**Location:** Sands Head Office, 28 Portland Place, London, W1B 1LY

**Contract:** Permanent

**Salary:**  c£46,000 per annum, (plus £3,300 LWA)

**Hours:** 35 per week (9.30am to 5.30pm)

**Main purpose of the job:**

1. Take responsibility for the day to day running of the fundraising & communications functions.
2. Develop, implement and monitor the Fundraising and Communications strategies ensuring sustainable income generation.
3. Develop, implement & monitor the public relations, marketing and digital media work to enhance the public profile of Sands.
4. Manage the Fundraising and Communications teams to ensure the effective delivery of the strategic and business plans.
5. With the other members of the Senior Leadership Group deputise for the Chief Executive when necessary.

**Principal tasks and responsibilities:**

**Strategic & Monitoring**

1. Lead in the development, implementation and review of fundraising and communications strategies ensuring they are inline with the overall organisation business plan
2. Contribute to the senior leadership of Sands and to work effectively with trustees in steering the Communications and Fundraising agendas.
3. Regularly review the Fundraising and Communications team work objectives in the light of changing environments and issues arising to ensure effective delivery of objectives
4. Report to the CEO/Board on your Department’s strategies and plans, achievement of targets and objectives, concerns and issues.
5. Be a member of, and contribute to, the Senior Leadership Group.

**Fundraising**

* With the Fundraising team research, identify and prioritise potential fundraising opportunities
* Engage with potential funders including trust, corporate and major donor funders, develop appropriate cases for support and oversee any application processes
* Develop and maintain an active portfolio of funding opportunities to meet the resourcing priorities of the organisation
* Develop and maintain effective donor relations and supporter care programmes
* Maximise income from a range of different sources including individuals, groups, major donors, trusts and corporates against agreed targets
* Oversee the Fundraising database (thankQ) ensuring it is developed and the data utilised
* Ensure Sands can effectively demonstrate accountability to its supporters for the way in which the funds are spent.
* Build effective long-term relationships with key fundraising supporters and maintain an extensive network of contacts in key organisations across the UK.
* Support the development of an active community-based fundraising programme that is volunteer-led.
* Encourage staff and volunteers to become fundraising aware
* Manage the Sands online shop and fulfilment, ensuring it is cost effective and meets customer needs.

**Communications**

* Review the profile and brand for Sands ensuring proposals are aligned to the organisations goals and future direction and prioritise key areas of communication.
* Lead on external relations and coverage in the key media for the organisation, to develop an increased presence in key media. Act as a spokesperson when necessary.
* Managing any issues/crisis management situations that occur which may have the potential to harm Sands good reputation and/or undermine Sands core aims and objectives
* Develop key communications and fundraising messages and themes
* Provide media advice, and where appropriate arrange media training for other Sands spokespeople, members, fundraisers
* Develop and implement a website/digital media growth plan
* Lead on the management of corporate events

**Public Affairs**

* Lead the development and implementation of Sands public affairs and campaigning strategy
* Identify and develop relationships with key government agencies
* Research and develop relationships with key parliamentarians for sands to engage with.
* Develop regular briefings and mailings for key stakeholders

**Publications & Website**

* Set high professional standards, good practice and clear identity for all Sands materials, publications and website
* Manage the publication and production of major Sands publications so as to ensure they are produced to schedule and within budget
* Develop and manage marketing campaigns for Sands products and services to existing and new target markets, in consultation with other teams set standards and procedures for marketing campaigns
* Further develop the Sands website to ensure consistency of brand and optimising user involvement

**Management**

* Ensure that all Fundraising and Communications staff have and understand their job descriptions and have development plans in place
* Lead on quality assurance in Communications and Fundraising ensuring that high quality work is delivered on time and effective systems and structures are created to achieve this.
* Direct and manage the performance of staff in Communications and Fundraising to maintain an effective team capable of providing a professional service
* The post holder will be responsible for the maintenance and development of the Risk Register for their particular department

**Financial**

* Develop annual budgets for the Fundraising and Communications departments
* Regularly review the departments financial commitments and actual expenditure, alerting the Director of Finance and Administration of any significant variations
* Ensure that all events and fundraising activities are fully costed
* Ensure that any restricted funds are used as planned and any contractual obligations met

**General**

* Undertake other duties commensurate with the post as required by the Chief Executive and Board of Trustees from time to time
* Work flexibly with other members of the team
* Maintain confidentiality over personal information relating to staff and clients
* 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 the Sands vision and values at all times
* This Job Description is not contractual and is liable to change over time

**Person Specification**

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| **Importance** | **Criteria** | **Assessment** |
| Essential | Degree level qualification/ equivalent experience | Application and interview |
| Essential | At least 5 years experience of managing a Fundraising/Communications team | Application and interview |
| Essential | Experience of managing external partnerships and developing external relationships. | Application and interview |
| Essential | Strategic thinking and planning | Application, interview & assessment |
| Essential | Experienced in motivating and leading a fundraising team to achieve results | Application and interview |
| Essential | Able to set and manage ambitious income targets and expenditure budgets | Application and interview |
| Essential | Ability to grasp complex issues and communicate complex issues simply | Application, interview and assessment |
| Essential | Experience of leading and managing a fundraising team to achieve successful results against a challenging budget. | Application and interview |
| Essential | Experience of building relationships with Major Donors and Corporate Supporters | Application and interview |
| Essential | Experience of developing and implementing fundraising strategies and plans. | Application and interview |
| Essential | Knowledge and experience of working with a Customer Relationship Management system | Application and interview |
| Essential | Experience of crisis management | Application and interview |
| Essential | Excellent communication (written and oral) skills | Application, interview and assessment |
| Essential | Problem solving and critical analysis | Application and interview |
| Essential | Influencing and negotiation skills | Application and interview |
| Essential | Strong copywriting skills | Application and interview |
| Essential | Understanding of digital media and web development | Application and interview |
| Desirable | Relevant professional qualification or equivalent level of training | Application and interview |
| Desirable | An understanding of maternity, health care policy and practice across the UK | Application and interview |
| Desirable | Empathy with Sands and its aims | Application and interview |