Sands

Application Information

**Interim Communications Manager**

October 2016

About Sands

Sands, the stillbirth and neonatal death 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 through our 100 Sands Groups, Helpline and online forums. 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 through our accredited bereavement care training programme and nationally recognised resources for health professionals.

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, 15 babies are stillborn or die within the first 28 days of life every day. Increasingly Sands is looking to fund high impact research projects that identify the causes of stillbirth and point to ways of reducing their incidence.

Find out more about our work: [www.uk-sands.org](http://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 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. Sands will increase our contribution into the pension scheme to 5% as soon as you achieve 3 years’ continuous employment with us. Subject to eligibility, you will be automatically enrolled into the pension scheme as soon as your employment commences, and you will be able to make additional voluntary contributions into the scheme if you wish. You will, if required, have the option to withdraw from the pension scheme.

**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 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.

**Childcare Vouchers**

Sands operates a childcare voucher scheme administered by Edenred, of the UK’s leading providers of employee benefits. You will be able to purchase vouchers up to the value of £243 free of tax and NI deductions, which can be used to pay your registered childcare provider. The value of the vouchers that you purchase will be deducted each month from your pre-tax pay via salary sacrifice.

**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 that you use to commute to work.

About the role

Sands is looking for an experienced Communications Manager to lead on the development of our communications and influencing strategy, maintain and increase the public profile of the charity and manage the function on a day-to-day basis.

This a high-profile and rewarding role which will involve strategically working with the Head of Fundraising and Communications to develop a communications and marketing plan, taking responsibility for organisational branding and leading on external relations, acting as a spokesperson for Sands when necessary. Additionally, you will develop key messages and campaign ideas to promote Sands activities, plus assist senior management with developing a parliamentary and public affairs strategy. This will entail working closely with our Research, Operations, Fundraising and other internal teams and also with external organisations as required.

With demonstrable experience of managing a communications function including digital media development, marketing and external relations you will have excellent people management and leadership ability. You will possess a high level of strategic thinking and planning ability, as well as having extremely strong verbal and written communications skills. Additionally, you will have good influencing, negotiating and budget management skills with the ability to think creatively.

To apply:

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

**Closing date for applications 23rd October 2016**

**Interview Date: w/c 7th November 2016**

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

**All Interviews will be held at our Head Office at:**

Victoria Charity Centre, Ground Floor, 11 Belgrave Road, London, SW1V 1RB

Telephone: 020 7436 7940

Job Description

**Job Title:** Interim Communications Manager

**Responsible to:** Head of Fundraising and Communications

**Location:** Victoria Charity Centre, 11 Belgrave Road, London, SW1V 1RB

**Contract:** Fixed-Term until 31st March 2017

**Salary:** £33,997 per annum plus £3,400 per annum London Weighting Allowance

**Hours:** Full Time – 35 Hours per Week (Monday to Friday 9.30am – 5.30pm, with a 1 hour unpaid lunch break)

**Main Purpose of Job:**

1. To take responsibility for the day to day running of the Communications function and to represent the organisation to the media
2. To lead on the development of the Sands communications and influencing strategy
3. Maintain and increase the public profile of Sands.

**Principal Tasks and Responsibilities**

1. With the Head of Fundraising & Communications implement a communications and marketing plan, aligned with the overall strategic direction of the organisation.
* Ensure the profile and brand for Sands are aligned to the organisation’s goals and future direction and prioritise key areas of communication.
1. Lead on external relations and coverage in the key media for the organisation and develop an increased presence in key media. Act as a spokesperson when necessary.
2. Be responsible for press releases and copy for the website, blogs, and articles and develop and use a diverse range of communication channels, particularly social media, to reach and engage with all members, and with other key stakeholders.
3. Develop key messages and campaign ideas to promote our activities
4. Alongside the Chief Executive and Head of Fundraising and Communications, develop parliamentary and public affairs strategy in line with key campaigning objectives
5. Work with colleagues in in the Research and Prevention and Improving Bereavement Care teams to develop policy and respond to consultations on public policy issues
6. Manage the design and production of marketing and communications materials across a variety of media and formats and ensure that all outputs from the department are of a high quality, adhering to brand guidelines.
7. Manage 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
8. Work with the Fundraising department to develop key messages and themes
9. Manage the organisation print and production processes including supplier management
10. Provide media advice, and where appropriate and arrange media training for other Sands spokespeople, members, fundraisers
11. Account manage the website development provider(s) and other suppliers related to the role.
12. Lead on quality assurance in Communications ensuring that high quality work is delivered on time and effective systems and structures are created to achieve this.
13. Support Sands volunteer groups and members by providing advice and guidance on PR activity, press releases etc.
14. Lead on developing an editorial team for the production of Sands’ newsletters (on & offline) and ‘Spotlight on Sands’
15. Lead on the management of corporate events
16. Manage the budgets within Communications, to ensure the efficient use of funds ensuring cost-effective services are provided
* To undertake other duties as required by the Head of Fundraising and Communications and the Senior Leadership Group.

**Management**

1. Line management responsibility for Communications Team (3 staff).
2. To co-ordinate the recruitment, selection and induction of departmental staﬀ as required in conjunction with the Head of Fundraising and Communications.
3. Support and develop staﬀ to deliver the priorities of Strategic Plan through effective line management, annual appraisals, and performance management
4. Identify staff­ development needs and ensure that these are met through training and continuous evaluation.
5. Ensure eﬀective and eﬃcient communication within the department, through meetings, team briefings and liaison.

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

**Person Specification**

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| **Importance** | **Criteria** | **Assessment** |
| Essential | Experience of managing a communications team, with strong leadership and people management skills | Application & Interview |
| Essential | Experience of managing external partnerships and developing external relationships. | Application & Interview |
| Essential | Good political judgment and strong news sense | Application & Interview |
| Essential | Strong media relations contacts  | Application & Interview |
| Essential | A high level of strategic thinking and planning ability | Application & Interview |
| Essential | Ability to grasp complex issues and communicate complex issues simply | Application, assessment & Interview |
| Essential | Experience of crisis management | Application & Interview |
| Essential | Excellent communication (written and oral) skills | Application, assessment & Interview |
| Essential | Able to problem solve and provide critical analysis | Application & Interview |
| Essential | Good influencing and negotiation skills | Application & Interview |
| Essential | Strong copywriting skills | Application & Interview |
| Essential | A good understanding of digital media and web development | Application & Interview |
| Essential | Good budget management skills | Application & Interview |
| Essential | Degree level qualification or equivalent | Application & Interview |
| Essential | Empathy with Sands and its aims | Application & Interview |
| Desirable | Relevant professional qualification or equivalent level of training | Application & Interview |
| Desirable | An understanding of maternity, health care policy and practice across the UK | Application & Interview |