

Sands

Application Information

**Business Development Officer
(Fixed Term Contract)**

May 2026

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.

We provide bereavement support services both nationally through our Freephone helpline, online community and resources, as well as locally through a network of around 100 regional support groups based across the UK and run by trained befrienders.

Working in partnership with professionals, trusts and health boards, we offer 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.

Additionally, we promote improvements in practice and support 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.

Over the past 46 years, Sands has grown into a national charity with a powerful vision shared by dedicated volunteers, fundraisers, members, donors, healthcare professionals, partners, staff and bereaved parents and families.

Sands has grown its income by 40% since 2012 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.

Sand 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.

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.

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: 1st June 2026 23:59pm

Interviews dates: 8th & 9th June 2026

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: Business Development Officer

Responsible to: Commercial Development Lead

Location: Home based with travel to London and UK when required

Contract: Fixed Term 24 months

Salary: £18,000 per annum (£30,000 FTE) plus £187 Home Worker Allowance per annum (£312 FTE)

Hours: Part Time - 21 hours per week

About the Role

The Business Development Officer will play a dynamic and influential role within Sands' Partnerships & Philanthropy team, helping to shape the charity's growing presence across corporate, commercial, and digital landscapes. You'll contribute directly to our income generating ambitions by uncovering new opportunities, building a healthy prospect pipeline, and supporting outreach that amplifies Sands' profile across professional and online networks.

This role offers an exciting blend of creativity, insight gathering, and hands-on development work. You'll collaborate with colleagues across the organisation to elevate Sands' visibility - including helping to craft engaging digital content, develop compelling partnership assets, and support targeted online marketing initiatives. With the space to work proactively and take ownership of your projects, you'll play a meaningful part in strengthening our corporate partnerships and creating foundations for long-term, high-impact relationships.

Main Purpose of the Job

- To contribute to the growth of Sands' commercial and strategic partnerships by generating high-quality research, intelligence, and insight to support prospect acquisition and cultivation.
- To develop and maintain a healthy, diverse pipeline of corporate, commercial, and strategic prospects through structured research, qualification, and profiling.
- To support outreach, digital engagement, and online marketing activity to increase awareness of Sands' partnership opportunities and drive inbound interest.
- To provide essential administrative and operational support for database management, data compliance, and reporting.
- To support the development of compelling proposals, pitch materials, development assets and case studies that reflect the needs and priorities of Sands and resonate with potential partners.

Principal Tasks and Responsibilities

1. Prospect Research & Pipeline Development

- Conduct structured research to identify new prospective partners across multiple sectors, including retail, leisure, wellbeing, transport, and corporate services.
- Build detailed prospect profiles, including organisational background, alignment potential, decision-makers, and partnership opportunities.
- Maintain and update a robust cross industry prospect pipeline, ensuring all prospects are accurately categorised and tracked.
- Undertake competitor and sector analysis to identify emerging trends and opportunities, supporting Sands' strategic positioning.
- Map networks and connections (internal and external) to support the expansion of Sands' business development reach.

2. Outreach, Marketing & Engagement Support

- Support initial outreach to prospective partners, including email approaches, LinkedIn engagement, and follow-up communications.
- Support the planning and delivery of targeted online marketing activity to increase organisational visibility among corporate audiences.
- Develop engaging content for outreach - such as partner briefs, email templates, and introductory decks.
- Collaborate with the Engagement and Communications teams to ensure all external messaging reflects Sands' brand and partnership priorities.

3. Database, Reporting & Administration

- Maintain accurate, GDPR compliant records on Sands' CRM, ensuring all research, outreach and cultivation activity are fully logged and auditable.
- Produce regular reports and dashboards to support team activity planning and income forecasting.
- Track deadlines for proposals, reporting, stewardship requirements, and internal consultations.
- Support due diligence checks for all new prospects and record documentation in line with Sands' ethical and data protection policies.

4. Partnership Materials, Proposals & Case Studies

- Support the creation of high-quality partnership assets, including pitch decks, proposals, stewardship packs, and impact summaries.
- Collate relevant organisational information and stories to support the development of compelling case studies.

- Work with internal colleagues to gather content on Sands' programmes, events, research, and family stories to support tailored partnership pitches.
- Assist with developing template materials for more efficient proposal creation.

5. Internal Collaboration & Organisational Support

- Work closely with the Commercial Business Development Lead to coordinate new business activity and support cultivation of prospective corporate relationships.
- Collaborate with colleagues across Engagement, Communications, Events, Fundraising and Services to ensure partnership opportunities are strategically aligned.
- Support the planning and delivery of cultivation events, webinars, and online briefings for corporate audiences.

Person Specification

Skills/Experience		
Importance	Criteria	Assessment
1. Essential	Ability to conduct structured prospect research and produce clear insight to support pipeline identification and qualification.	Application and Interview
2. Essential	Previous exposure to corporate partnerships, fundraising, sponsorship, or commercial relationship building.	Application and Interview
3. Essential	Experience supporting digital campaigns, online visibility projects, or social content creation.	Application and Interview
4. Essential	Excellent verbal and written communication skills including a high level of attention to detail, both written and oral, with experience of drafting proposals, presentations, creative assets and reports.	Application and interview
5. Essential	Confidence using digital platforms (e.g., LinkedIn) for outreach and visibility building and experience developing creative assets or using basic design tools (e.g., Canva, PowerPoint).	Application and interview

6. Essential	Exceptional organisational skills with experience of managing multiple tasks and prioritising effectively and ability and willingness to work as a team and to use own initiative	Application and Interview
7. Essential	Ability to maintain accurate, GDPR-compliant records.	Application and Interview
8. Essential	Computer literate and confident in using all MS Office software, knowledge of a Fundraising Database	Application and Interview

Core Competencies

Importance	Criteria	Assessment
9. Essential	Well organised with considerable attention to detail	Application and Interview
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	Have a flexible approach, and the ability to cope with demanding situations and work to tight deadlines	Application and Interview

12. 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
13. Essential	Able to maintain a high level of confidentiality regarding sensitive and confidential information	Application and Interview
14. Desirable	Able to work occasional evenings and weekends and to undertake occasional travel throughout the UK	Application and Interview