

Sands
Application Information

Community Fundraising Officer

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.

About the role

Sitting within the Community & Events Team, and more broadly the Income & Engagement Department, the Community Fundraising Officer plays a vital role in supporting the long-term growth, development, and delivery of Sands' community fundraising activities.

This is a new role at Sands, and it is an exciting time to join our growing team. This role will support acquisition activity, national campaign delivery and provide outstanding stewardship to fundraisers, community group and Sands groups, maximising their fundraising efforts and strengthening their relationship to Sands. You will also support the development of Sands regional fundraising approach, providing operational and administrative support to the Community Fundraising Manager.

The role is key to enabling the scaling of national community campaigns, enhancing supporter led fundraising activity, delivering high quality supporter stewardship, and supporting the future development of Sands' emerging regional fundraising model.

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: 5th June 23.59pm

Interview Date: 15th - 26th 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:	Community Fundraising Officer
Responsible to:	Community Fundraising Manager
Location:	Homebased/Remote (with occasional travel to events as required)
Contract:	Permanent
Hours:	Full Time - 35 Hours per Week (9am - 5pm, with a 1-hour unpaid lunch break) Flexible working arrangements will be considered
Salary:	£30,692 per annum plus £312 home worker allowance per annum

Main Responsibilities

Community Fundraising Delivery & Growth

- Working with the Community Fundraising Manager, develop and deliver a community fundraising strategy for both new and existing activities.
- Support and assist with the delivery of Sands' community fundraising portfolio, ensuring activities are monitored and excellent supporter experience is given so to maximise impact and growth of each product.
- Provide operational and administrative support across the community fundraising pipeline, including, building web pages and ad campaigns, managing enquiries, recording activity on the database, drafting communication and creating e comms.
- Support the implementation of Sands' regional fundraising model over the next strategy period, working with internal teams to establish ways of working, build best practice and, to identify opportunities for local engagement and increased income.

Supporter Stewardship & Relationship Management

- Deliver high quality, personalised stewardship for supporter led community fundraisers, community groups, schools, clubs and societies, ensuring supporters feel valued, inspired and supported throughout their fundraising efforts.
- Maintain regular communication with supporters via email, phone, and social platforms, ensuring prompt responses, clear guidance and automating where appropriate to improve efficiency.

- Provide proactive stewardship to high potential fundraisers and groups, helping them reach and exceed their targets.
- Work in collaboration with the Supporter Care Team to ensure seamless supporter journeys and continuity of communication.
- Work in collaboration with the Volunteering Team to support Sands Volunteer Groups with their local fundraising activities.
- Review and implement a tiered thanking model, ensuring fundraisers of all levels are thanked appropriately and in a timely manner.

Marketing & Engagement

- Support the Community Fundraising Manager with the delivery of marketing activities for supporter led community fundraising.
- Assist with the development of marketing materials and ads for supporter led community fundraising, seasonal campaigns, and national challenges.
- Work with the Engagement Team to update and maintain the “Fundraise for Us” section of Sands’ website, ensuring content is inspiring, accurate and up to date.
- Gather case studies, stories and impact examples to support promotional activity and supporter motivation.
- Capture and create content for email and social media.
- Work with external agencies and provide admin support to maximise impact and capture learnings.

Administration, Data & Reporting

- Maintain accurate supporter records in the CRM, ensuring all relevant information is captured and updated in a timely manner.
- Support data insight and reporting processes, enabling effective measurement and optimisation of community fundraising activity.

- Prepare basic reports, summaries, supporter lists and stewardship logs.
- Manage logistical tasks relating to fundraising packs, stewardship materials and fundraising products.
- Ensure all activity complies with fundraising regulation, governance standards and Sands' policies.

Cross Team Collaboration

- Work closely with the Community Fundraising Manager, Supporter Care Officers, Engagement Team, Events Team and Community & Volunteering Team to ensure joined up supporter experience across Sands.
- Support the wider fundraising programme during peak activity periods—including Baby Loss Awareness Week, Say their Name Day, Winter campaigns, and regional events—by assisting with supporter enquiries, content collation and campaign delivery.
- Attend Sands events, supporter activities and external meetings where required, occasionally outside of normal working hours.

General Responsibilities

- Be an active member of the Community & Events Team and Income & Engagement Department, collaborating with colleagues to optimise performance across all fundraising areas.
- Demonstrate flexibility and a willingness to adapt within a fast growing, evolving fundraising function.
- Take part in monthly 1:1s, annual appraisals, and personal development reviews.
- Undertake all mandatory training and abide by Sands' organisational policies.

- Represent Sands professionally at internal and external events and meetings.

Person Specification

Skills & Experience

- Experience in a fundraising, events, community engagement, customer service or administrative role (charity sector experience advantageous).
- Excellent interpersonal skills, with the ability to build rapport and communicate empathetically with supporters.
- Strong organisational skills, with the ability to manage multiple tasks, prioritise effectively and meet deadlines.
- Ability to write clear, engaging supporter communications.
- Comfortable using CRM systems, databases and digital platforms.
- Creative thinker with the ability to contribute ideas for campaigns and supporter engagement.
- A passion for supporter led fundraising and an understanding of the motivations of community fundraisers.