

Sands  
Application Information

**Digital Fundraising Assistant**

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March 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](http://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

The Digital Fundraising Assistant will play a key role in delivering Sands' virtual events programme. You'll be at the heart of our supporter experience, providing frontline stewardship to a large community of virtual challenge fundraisers and ensuring every individual feels welcomed, motivated and valued.

This is an exciting opportunity for someone who enjoys building relationships, communicates with warmth and clarity, and thrives in a fast-paced digital environment. You'll work closely with the Digital Fundraising Team to support the delivery of a wide range of virtual fundraising activities, helping to grow income, strengthen our online presence, and maintain Sands' position as a leader in virtual challenges.

## 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](mailto: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: 6<sup>th</sup> April 2026 23:59pm**

**Interview Date: To be confirmed**

As we have limited staff resources we are unable to provide candidates with feedback about their applications. **Interviews will be held online**

## Job Description

<b>Job Title:</b>	Digital Fundraising Assistant
<b>Responsible to:</b>	Digital Fundraising Manager
<b>Location:</b>	Homebased
<b>Contract:</b>	Permanent
<b>Hours:</b>	Full Time - 35 Hours per week
<b>Salary:</b>	£26,000 per annum plus £312 home worker allowance per annum.

# What you'll Do

## Supporter Care & Engagement

- Act as the first point of contact for virtual challenge fundraisers, responding to enquiries across email, SMS, social channels and phone within agreed timeframes.
- Build strong, positive relationships with supporters by delivering thoughtful, timely stewardship that strengthens long-term loyalty and helps fundraisers reach and exceed their goals.
- Manage supporter journeys using Sands' systems and tools, ensuring every interaction feels personal, supportive and aligned with our values.
- Work with the team to continually improve the supporter experience, using feedback, insight and data to refine our approach.
- Create and maintain clear, helpful supporter resources, FAQs and fundraising materials.
- Monitor acquisition adverts and respond appropriately to comments, ensuring supporters feel welcomed and informed.

## Administration & Data

- Manage stock and merchandise processes, including liaising with fulfilment partners, sharing accurate data and ensuring timely dispatch of materials.
- Process supporter and financial data with accuracy and care, including coding, tracking income and monitoring expenditure.
- Support the maintenance of our CRM and digital systems, ensuring data is recorded consistently and in line with data protection requirements.

## Teamwork & Ways of Working

- Contribute actively to team meetings, sharing ideas, insights and learnings that help strengthen our virtual events programme.
- Work collaboratively within our agile ways of working, taking shared responsibility for team goals and supporting colleagues to achieve them.
- Be flexible during busy periods, contributing to wider fundraising projects and tasks when needed.

## About you

You'll bring a warm, proactive and organised approach to supporter care, with the confidence to manage busy online communities and the curiosity to help shape a growing programme.

### Desirable skills and experience

- Strong written and verbal communication skills, with the ability to communicate clearly, empathetically and professionally with a diverse range of supporters.
- Experience creating engaging content for social media, including short-form video, images and written posts.
- Excellent attention to detail, particularly when handling data, and confidence using digital tools and web-based systems.
- Highly organised, efficient and comfortable managing multiple tasks and conversations at once.
- A proactive, solutions-focused mindset and the confidence to take initiative.
- Ability to work both independently and collaboratively as part of a supportive team.
- A genuine belief in Sands' work and values, including empathy, collaboration, accountability and innovation.
- Familiarity with CRM systems, Microsoft 365 (Word, Excel, Outlook), Canva, fundraising platforms e.g. Funraisin
- An interest in virtual events, community fundraising or digital engagement.
- Experience handling financial transactions or income processing.

### Additional information

- This role is home-based.
- Some evening or weekend work may be required to support virtual events; working hours can be adjusted accordingly.
- You'll work closely with the Digital Fundraising Team and wider Fundraising Team.

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

