

Sands
Application Information

Individual Giving Manager

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

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: **23rd March 2026**

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 Title: Individual Giving Manager

Responsible to: Head of Individual Giving

Department: Income & Engagement

Location: Home based in the UK

Contract: Permanent

Salary: £48,000 per annum plus £312 home worker allowance

Hours: Full Time - 35 Hours per week

Main Purpose

We are looking for an experienced, proactive and creative fundraiser to support the growth of Sands' Individual Giving and Legacy programme, including committed gifts, cash appeals, supporter acquisition and retention. Experience of using digital channels to grow income from supporters and creating exceptional donor experience are a key to this role.

The Individual Giving Manager role is part of the establishment of the newly formed Individual Giving strategy, driving development of both acquisition and retention channels and establishing growth within both, while improving overall supporter experience. This is a great opportunity to make this role your own and set the direction for generating income from individual supporters alongside growing our legacy pipeline.

Sands is investing in individual giving and legacy fundraising and this role will be pivotal to our ongoing success. The aim is to ensure that through providing a world class supporter experience we continue our exceptional growth and produce long term sustainable income, with integrated cross team planning between individual giving, campaigns, brand and engagement.

Key responsibilities

- To develop and implement plans that grow Sands supporter base through inspiring and effective one-off and regular giving fundraising appeals and raise funds from individuals against agreed annual targets and grow income year-on year.
- To use digital acquisition techniques to bring on board new supporters, increasing both the number of supporters on our database and their engagement with the charity.
- Working with the Engagement Team, help develop key messaging to drive the awareness of legacies among supporters and volunteers
- Work alongside external parties to ensure that all estates are correctly administered, and that we realise the full value of the legacies left to Sands.
- To organise and deliver communications to promote legacy giving to long-term supporters and other target audience groups.
- To provide excellent supporter experience by developing supporter journeys that build relationships with donors and keep them engaged with the work of Sands.
- To work closely with our Data and Engagement Teams to gain greater audience insight to help improve communication and a tailored supporter-centric approach for recruitment and retention of supporters.
- Work in collaboration with the Head of Individual Giving, team members and other colleagues to scope, launch and lead on new fundraising initiatives e.g. value exchange programme, and telephone fundraising
- Provide excellent stewardship to all supporters who engage with Individual Giving working with internal stakeholders to ensure journeys are insight led, responding to audience need, documented and reported upon.
- Identify opportunities for income growth, lead, contribute to and drive forwards cross-organisational projects that impact on and improve the Individual Giving & Legacies programme.
- To work with the Finance and Data team and the Head of Individual Giving to ensure there is a comprehensive legacy pipeline and that the status of legacy pledges is monitored and reported on for financial budgets.

- Working with the Technology, Data and Insight Team, ensure Individual Giving fundraising activities follow legal and statutory requirements, and charity regulatory bodies.
- Leading on the continuous evaluation of the Individual Giving programme via analysis of performance and audience insight, charity sector trends and competitor reviews.
- Working in effective collaboration with internal stakeholders to achieve objectives, including attending and contributing to cross-organisational meetings.
- Undertake all other reasonable and related tasks associated with this role including deputising for the Head of team when needed

Person Specification - Skills and experience

Importance	Criteria	Assessment
Essential	The ability to work collaboratively to develop and set a fundraising strategy and develop plans from this strategy	Application and interview
Essential	Experience of seeking insight and managing fundraising appeals campaigns as part of a complex multi-channel, multi-product integrated supporter communications programme.	Application and interview
Essential	Experience of developing and maintaining positive relationships with supporters	Application and interview
Essential	Proven experience of meeting targets and generating response, along with the experience of developing detailed financial analysis to maximise lifetime value	Application and interview
Essential	Strong IT skills including the use of basic software and a fundraising database	Application and interview
Essential	Experience of working as part of a successful management team	Application and interview
Essential	Proven direct marketing project management skills (particularly in integrated campaigns and trialling new initiatives).	Application and interview
Essential	A good knowledge of the principles of data protection, and how to practically apply the requirements of GDPR legislation	Application and interview
Essential	Proven track record in achieving strong fundraising success through the management of integrated and engaging Individual Giving marketing communications	Application and interview

Desirable	Experience of prospect research using a variety of tools and techniques	Application and interview
Desirable	Financial literacy and the ability to understand a project budget	Application and interview

Core competencies

Importance	Criteria	Assessment
Essential	Empathy with Sands' aims, and comfortable working within a bereavement environment and talking to bereaved people	Application and interview
Essential	To have excellent communication skills with the ability to communicate effectively with volunteers, staff and supporters	Application and interview
Essential	Enthusiasm, resilience and a tenacity to succeed	Application and interview
Essential	Be able to develop creative solutions to problems	Application and interview
Essential	The ability to build relationships with key stakeholders at different levels within an organisation	Application and interview
Essential	Ability to cope with demanding situations and work to tight deadlines	Application and interview
Essential	Good interpersonal skills including team working	Application and interview
Essential	Strong organisational skills	Application and interview

Qualifications

Importance	Criteria	Assessment
Desirable	A relevant fundraising, marketing or PR qualification	Application and interview