

Sands Application Information

Local Campaigning Lead

June 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

As local campaigning lead in our award-winning public affairs and campaigns team, you will play a pivotal role in driving Sands' mission to save babies' lives and ensure bereaved families receive the care and support they need.

You will need experience of delivering and evaluating impactful campaigns, and of working in close partnership with those with lived experience to create meaningful, lasting change at a local or national level.

This is a dynamic, outward-facing role that combines strategic campaigning with hands-on community organising. You will have the skills to support and develop a network of local campaigners, empowering volunteers and supporters to take action in their communities, influence decision-makers, and improve services over the long term. You will also feel comfortable representing Sands at a local level, developing strong relationships to amplify the organisation's voice and impact.

Working collaboratively across the organisation, you will ensure campaigns are evidence-based, inclusive, and shaped by the lived experiences of diverse bereaved families. You will create compelling content and digital actions, support media engagement, and use data and insight to evaluate impact and continuously strengthen our approach.

This role offers an opportunity to combine leadership, influencing and community engagement skills in a purpose-driven environment, making a tangible difference to families and communities across the UK.

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: Sunday 19th July 2026 at 23.59pm

Interview Date: 28th & 29th July 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:	Local Campaigning Lead
Responsible to:	Head of Public Affairs and Campaigns
Location:	Home based (with requirement to travel throughout the UK)
Contract:	Permanent
Hours:	35 hours per week
Salary:	£40,000 plus £312 Home Worker Allowance per annum

Main Purpose of Job

To lead Sands' local campaigning function.

Co-lead impactful campaigns at a local and devolved nation level with bereaved parents and families, supporting Sands core aims to save babies lives and ensure anyone affected by the death of a baby receives the care and support they need by:

1. Leading the implementation and evaluation of Sands local campaigns to further our core aims.
2. Developing the capacity of Sands local volunteers, supporters and campaigners to take action to improve their local services in the long-term.
3. Ensuring that Sands campaigns are evidence based and reflect the views and experiences of a diverse range of bereaved parents and families.

Principle Tasks and Responsibilities

Leading implementation, and evaluation of Sands local campaigns to further Sands core aims.

- Lead local campaigns at Sands in line with our local campaigning strategy, collaborating and planning with key internal stakeholders, and staying up to date with best practise in local campaigning and community organising techniques externally.
- Evaluate the success of the local campaigns with internal and external stakeholders, implementing recommendations for future improvement.
- Work with colleagues to grow Sands' local campaigning presence across the UK, including supporting funding applications to build staff capacity.
- Manage the budget for local campaigning.

- Represent Sands at a local level, attending meetings, and building relationships, with local politicians, NHS and council officials, journalists, third sector organisations, and other local stakeholders.
- Produce engaging campaigns content for use digitally across different platforms and in hard copy, working with the engagement team to ensure asks are effectively communicated to key audiences.
- Create compelling e-actions to support our campaigns using the Sands digital campaigning platform.
- Work with colleagues to support the production of press releases and responses to media inquiries.
- Organise campaigns meetings and events (virtual or in person).
- Recruit and line manage local campaigns staff, supporting and collaborating with them to roll out impactful local campaigns in more areas (subject to future funding).

Developing the capacity of Sands volunteers, supporters, and campaigners to take action to improve their local services in the long-term.

- Manage local campaign groups of bereaved parents and families, empowering and motivating them to implement campaigns to solve issues that affect them and create long-term change in their communities.
- Using community organising techniques to build the capacity of local campaigners and groups to campaign independently in the long-term - connecting local people, facilitating workshops and discussions, developing local campaign leaders, and recruiting new members into campaigns.
- Work collaboratively with teams working with Sands supporters and volunteers to maximise the impact of our campaigns, including supporting the creation of effective campaign supporter journeys.
- Create written and visual resources to support campaigning.

- Develop training sessions to build campaigning skills, to be delivered online or in person, or recorded.
- Provide advice and support to Sands campaigners via email, telephone and video call.
- Ensure key data and information about Sands campaigns and our campaigners are up to date and stored in the relevant place, including the Sands database.

Ensure that Sands campaigns are evidence based and reflect the views and experiences of a diverse range of bereaved parents and families.

- Undertake evidence gathering projects to support Sands campaigns work, including collating and analysing data and presenting findings in an accessible and engaging way.
- Ensure that the views of bereaved parents and families inform Sands campaigns and provide opportunities for Sands volunteers to get involved in our campaigning activity.
- Provide direct support to bereaved parents to help them become confident campaigners, so they are well informed, equipped to speak out and know how to go about it.

General tasks

- Undertake any other duties commensurate with the role as required by the Head of Public Affairs and Campaigns and the Director of Research, Education and Policy.
- Model the culture and values of Sands at all times.
- Work flexibly with other members of staff and team, with some evening/weekend working.
- Maintain a high level of confidentiality and professional conduct.
- Abide by all Sands Policies and Procedures and undertake all mandatory training as required.

- Participate actively in annual appraisals and personal development reviews.
- Actively promote and embody the vision, mission, and values of Sands including a commitment to Equality, Equity, Diversity and Inclusion (EEDI).
- Occasional evening and weekend working.

This job description is not contractual and may be amended from time to time to reflect the changing needs of the organisation.

Person Specification

Skills/Experience		
Importance	Criteria	Assessment
1. Essential	Demonstrable experience of co-producing and delivering impactful campaigns alongside people with lived experience	Application and Interview
2. Desirable	Experience of leading local campaigns	Application and Interview
3. Essential	Ability to gather evidence, absorb and understand complex issues and communicate them effectively to diverse audiences	Application and Interview
4. Essential	Excellent verbal and written communication skills with experience of drafting engaging campaigns content and resources and supporting media work	Application and Interview
5. Essential	Experience of evidencing campaign impact, including reporting, monitoring and measuring outputs and outcomes	Application and interview
6. Essential	Ability to represent Sands professionally, remaining politically neutral	Application and Interview
7. Essential	Experience of organising and facilitating meetings and events	Application and Interview
8. Desirable	Experience of building campaigning skills for staff and volunteers	Application and Interview
9. Desirable	Experience of line management and managing a budget	Application and Interview

Core Competencies

Importance	Criteria	Assessment
10. Essential	Ability to build effective working relationships with colleagues, volunteers and external stakeholders working in a collaborative and inclusive way	Application and Interview
11. Essential	Excellent time management skills with the ability to prioritise own workload, self-motivate, deal with conflicting demands and meet tight deadlines under pressure	Application and Interview
12. Essential	An understanding of and empathy with the issues surrounding the death of a baby	Application and Interview
13. Essential	Excellent understanding and advocacy of issues relating to equality, diversity and inclusion	Application and Interview
14. Essential	Able to undertake travel within the UK and to work some evenings and weekends	Application and Interview