

Sands  
Application Information

**Virtual Fundraising Officer**

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February 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

Sands is recruiting a Virtual Fundraising Events Officer to support the promotion, organisation and delivery of virtual events at Sands, in order to grow our fundraising income and raise awareness of our work.

The post-holder will help increase Sands' online presence through excellent stewardship of large audiences who are both warm and new supporters.

The role also involves developing and building positive relationships with our Facebook communities.

We are looking for a candidate who can provide a world class supporter experience, helping supporters reach and exceed their fundraising targets, ensuring their continuing support and their lifetime value is maximised.

You will have relevant experience in a similar role, preferably with responsibility for generating fundraising income.

Experience of developing and maintaining positive donor/customer relationships is essential, as is experience of resolving customer/supporter queries in a timely and efficient manner.

An excellent communicator and team player, you will have a sound knowledge and experience of using a range of social media channels.

You will be able to demonstrate excellent attention to detail, have a highly organised approach and be able to meet targets and deadlines.

This is an exciting and rewarding role which will make a real difference to Sands' work in supporting bereaved families.

## **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: To be reviewed on rolling basis**

**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 Officer
<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>	£33,338 per annum plus £312 Home Worker Allowance per annum

This role will suit someone with a strong understanding of digital fundraising, online communities and social media engagement. You'll be responsible for managing several virtual events from start to finish each year - from planning and delivery through to stewarding supporters across multiple channels. To thrive in this role, you'll need to be organised, efficient and confident coordinating large-scale digital challenges, ensuring every participant feels supported and motivated. Strong communication skills and a passion for building positive supporter experiences will be key to driving engagement and income for Sands.

This post is currently homebased. There may be the need to support Sands events

at weekends and/or evenings and hours can be flexed accordingly. The post holder must be prepared to converse sensitively and empathetically with members of the public who may be going through current or recent traumatic experiences.

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### **Main Purpose of Job:**

This role will lead the project management, marketing and delivery of a significant portion of Sands' virtual events portfolio, ensuring each challenge is delivered effectively and contributes to the growth of our fundraising income. You will manage multiple events from concept to completion, creating motivating digital experiences that bring supporters together and inspire them to fundraise.

You will help strengthen Sands' online presence by providing excellent stewardship across a range of digital channels, building positive relationships with large and diverse audiences. Using an omnichannel approach, you will deliver a world-class supporter experience that helps participants reach and exceed their fundraising targets, increases long-term engagement and maximises lifetime value.

Working closely with the Digital Fundraising Manager, you will monitor trends within the virtual challenge landscape and identify opportunities to innovate, adapt and ensure Sands remains a leader within the sector.

### **Main Responsibilities**

#### **Event Management**

- Contribute to the delivery of our digital fundraising programme, working with the Digital Fundraising Manager and wider team to help achieve the 2026/7 income target of £3.1 million.
- Lead the end-to-end build and delivery of virtual challenge events, managing the setup, testing and optimisation of the chosen platform to

ensure a seamless and engaging supporter experience.

- Project manage and lead on the rollout of up to six virtual challenge events each financial year, managing the full project lifecycle from planning through to evaluation.
- Monitor challenge performance regularly by recording KPIs and comparing these against projections, identify areas of concern and implement changes to improve performance.
- Create and manage challenge specific website pages on the Sands website ensuring all information is up-to-date and relevant
- Ensure learnings are captured and recorded and work with the Digital Fundraising Manager to ensure this insight feeds into longer term strategic planning.
- Carry out market research on other virtual fundraising activities in the sector, sharing and applying learning to your work at Sands and attend webinars and online conferences on trends and changes to ensure Sands remains a leader in this space.

## **Supporter care**

- Manage the virtual challenge social media groups, creating a safe space, support with drafting and scheduling inspirational and useful content, engaging with posts, responding to queries and providing first-class supporter care.
- Act as a main point of contact across all communication channels for supporters taking part in Sands virtual fundraising activities. Manage multiple inboxes daily (including Outlook, Messenger, Facebook and Twitter) – respond to challenge and fundraising queries, signpost to Bereavement Support and provide other administrative support as required.
- Manage the fulfilment of supporter fundraising and thank you packs, liaising

with the Fulfilment house to ensure healthy stock levels and timely delivery. Ensure order amendments are communicated and actioned.

- Draft and build email journeys and wider e-comms to engage and communicate with supporters taking part in our virtual fundraising activities and market these to new audiences. Make use of behavioural functionality to ensure journeys are engaging.
- Draft and build supporter journeys across SMS and other digital messaging channels, ensuring they complement wider communications and enhance supporter experience and average value.
- Analyse and interpret fundraising data for medals and certificates, ensuring all supporters are thanked and feel valued.
- Support organisations, groups and individuals fundraising online and ensure they abide by appropriate terms and conditions.
- Deliver world class stewardship plans which maintain engagement with events and the Sands cause and ensures every one of our participants feel valued, thanked and inspired to continue their support.

## Marketing

- Support the creation and optimisation of paid and organic social content for Sands' virtual challenges, working with our agency while also developing in-house skills to plan, build and manage campaigns. Track and analyse performance throughout acquisition, evaluating results and applying insights to improve future income.
- Identify and capture inspiring and motivational supporter stories and images with consent that can be shared with wider staff at Sands for media and digital purposes.

## Relationship Management and development

- Build and manage relationships with external stakeholders by attending regular meetings, communicating our needs, delivering training and ensuring Sands' high standards are met in outsourced work.
- Manage volunteers supporting Virtual Fundraising Challenges, ensuring they are adequately trained, fulfilled in their role and able to support the team to achieve more.
- Proactively build and maintain strong and mutually beneficial relationships with other Sands teams, including Engagement, Bereavement Support, Volunteering and Partnerships and Philanthropy, involving them in positive ways to ensure long term positive outcomes.
- Work with Engagement team to produce branded fundraising resources, briefing in requirements, approving deliverables and using Canva to make edits to meet needs.

## General

- Create and expand on systems and processes for the Digital Fundraising team to improve efficiency.
- To maintain high standards of data capture by using external databases to gather and record registration and fundraising data, ensuring it is correct and reported into the main Sands CRM in a timely manner, in accordance with the team's and external stakeholders' requirements.
- To manage timely payment of invoices, including raising/requesting POs accurately and tracking expenditure to ensure activities are within budget.
- Take an active role in monthly Income and Engagement Team meetings.
- Work flexibly and proactively with other members of the team.
- Participate in regular training and safe space sessions to ensure confidence in engaging with bereaved supporters, and ability to recognise safeguarding concerns and signpost to Bereavement Support where

appropriate, as well as your own wellbeing.

Maintain confidentiality over personal information relating to staff and supporters.

- Undertake other duties as required
- Abide by all Sands Policies and Procedures.
- Undertake all mandatory training as required.
- Promote the Sands vision and values.

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

## Person Specification

<b>Critical Skills</b>
<ul style="list-style-type: none"><li>• Relevant experience in a similar role with responsibility for generating fundraising income</li><li>• Experienced in organising and promoting virtual challenge events within the charity sector</li><li>• Experience of developing and growing income streams</li><li>• Experience of developing and maintaining positive donor journeys especially in relation to challenge event fundraising</li><li>• Good understanding of raising income potential from virtual fundraising activities.</li><li>• Excellent communication skills (both written and verbal)</li><li>• Excellent social media skills</li><li>• Excellent copywriting skills</li><li>• Understanding of Social Media channels (knowledge of building ads and managing groups desirable)</li><li>• Excellent attention to detail</li></ul>
<b>Other Skills and Experience required</b>
<ul style="list-style-type: none"><li>• Strong IT skills including the use of basic software and databases</li><li>• Experience of recruiting a range of volunteers to support at events</li><li>• Knowledge of the Institute of Fundraising codes of best practice</li></ul>
<b>Competencies</b>
<ul style="list-style-type: none"><li>• Ability to cope with demanding situations and work in a fast paced environment</li><li>• Ability to work flexibly and in isolation at home</li><li>• Ability to be self motivated</li><li>• Be a proactive individual with a 'can do' attitude</li><li>• Good interpersonal skills and ability to build rapport with supporters</li><li>• Ability to monitor and maintain own standards</li><li>• Ability to maintain a high level of confidentiality regarding sensitive and confidential information</li><li>• Ability to commit to and work within the aims, principles and policies of Sands</li><li>• Ability to promote Sands' vision and values, distinct from any personal opinions</li></ul>
<b>Personal Qualities</b>

- Confident and enthusiastic attitude
- Ability to empathise and be sensitive in difficult circumstances
- Willingness to learn and use initiative
- Able to work under pressure and to targets/timeframe
- Creative, flexible character and a generator of ideas
- Excellent attention to detail and planning and organisational skills
- A team player

**Qualifications required**

- Recognised Fundraising qualification (desirable)