

PUBLICITY ROLE



Background

East Kent Sands supports anyone affected by the death of a baby across the whole of East Kent. This includes Shepway, Dover, Canterbury, Swale, Ashford and Thanet areas as well as the William Harvey Hospital in Ashford and the QEQM hospital in Margate. We run support groups in Ashford and Margate, provide training for midwives, run the Ashford Baby Memorial Garden, organise events including the Wave of Light on 15 October, supply cuddle cots and memory boxes to the hospitals and, most importantly, raise awareness around stillbirths and neonatal deaths which average 15 a day nationally and one every five days just in our area. Alongside this we do a lot of events and fundraising including our Smiley Face Tombolas. We have a lot of marketing material and use this to get ourselves as well-known as possible.

The Volunteer Role.

East Kent Sands is made up entirely of volunteers. We are busy and we currently meet each month on the last Wednesday of each month to plan our events and activities, to discuss ideas and suggestions, to get updates on our various roles, and to keep an eye on our money. Our meetings are quite informal although we do try to follow an agenda and, of course, we keep notes of the meetings so that we all remember what we agreed! We meet in Kennington, in Ashford, and our meetings usually last for about two hours. Although we are addressing such an emotional and challenging area, we do still manage to have fun during our activities and at our meetings. Strictly speaking, we are a '*committee*', but that sounds boring so we prefer to refer to ourselves as '*The Planning Team*'. Most of our team are themselves bereaved parents, but that is not essential for this role. Most of us are working and have family and other commitments and we do appreciate pressure on people's time and availability.

We are looking for A team member who can spare a little time for us. We would agree with you what area and what tasks they would cover but primarily the role could include:

- Attending our monthly meetings and contributing to our discussions and decision-making.
- Taking the lead in arranging publicity through various media, including the local press, radio and so on. This would include preparing press releases, arranging press reports, working with national Sands initiatives (for example during Baby Loss Awareness Week and Sands Awareness Month) and being creative in identifying opportunities for publicity.
- Exploring opportunities for developing our social media, helping us reach larger and more diverse digital communities.
- Helping develop our web site, including updating as appropriate.
- Helping develop marketing materials, including leaflets, posters, fliers, banners etc.

There would be the option to get involved in training and awareness events, if the you wanted to do this.

The Person

Sands works in a very emotionally charged area and supports people who have faced a really traumatic experience. We need a volunteer who is able to talk about issues relating to baby loss within the (very supportive and understanding!) team. We do not need our team members necessarily to be a bereaved person, although if they were, that would be a bonus as what we talk about is more likely to resonate with them. We need able to contribute to discussions and making decisions.

Support

We would agree the area and tasks we would like you to undertake for us and would give you an understanding of how we operate and some of the issues surrounding baby loss. We would support you in your activities and make sure you undertook only those that you felt comfortable with. For our activities, we would provide you with a polo shirt and we would, of course, pay your mileage and any other direct expenses. We would keep you informed of any activities and would invite you to events including the annual Christmas thankyou meal.

The Rewards

Most people find the role very rewarding and fulfilling — we certainly do and make sure we also have fun! Depending on your exact role, it could help give you experience and help develop your skills around marketing, publicity, public speaking, events, customer focus and community engagement, all useful addition to your CV.

Further information.

If you would like to know more about the role, or other ways you could support us, please contact Chris on 01233 643 976 or by email eastkentsands@gmail.com