Job Title: Communications Assistant  
Reporting to: Communications and Information Manager  
Length of contract: 35 hours (5 days) per week, 10 months fixed term  
Salary: £14,400 PA  
Benefits: 25 days annual leave plus 3 days’ closure over Christmas (pro rata). Option for some flexible working, access to unpaid leave and Time Off in Lieu Policy.  
Based at: Angel Islington, North London

Background

The Cleft Lip and Palate Association (CLAPA) is the only national charity supporting people and families affected by cleft lip and/or palate in the UK.

One in 700 babies are born with a cleft every year. CLAPA works to provide non-medical services that complement the medical care provided by the specialist Cleft Teams, and aims to support people with cleft and their families from diagnosis through to adulthood. CLAPA is also dedicated to involving patients and parents in their treatment, and works closely with specialist Cleft Teams and researchers to improve standards of care.

CLAPA is a small, friendly charity which encourages independent and hands-on working, as well as the ongoing development of skills and abilities through training and shared learning. We hope to give the successful candidate a thorough introduction to the world of charity communications to fully equip them for a career in the voluntary sector.

Job Description

This role will support the Communications and Information Manager to deliver CLAPA’s Communications Strategy through a variety of tasks, including monitoring social media, seeking promotional opportunities, data management, and copywriting. The successful candidate will be an excellent communicator who is able to manage multiple priorities. Training and regular supervision will be provided, but the candidate will also need to be comfortable with working independently and have the confidence to proactively follow leads.

This is a new role and is funded until the end of March 2017, at which point we will look at developing it into a full-time permanent position.

Main Roles

- Monitoring CLAPA’s social media accounts and ‘info’ mailbox, signposting users to relevant services.
- Proactively generating content for social media and website posts in collaboration with the rest of the team.
- Drafting articles and other copy for CLAPA’s website and promotional materials.
- Drafting press releases and distributing to various media contacts.
- Actively seeking out and cataloguing case studies, quotes and photos from the CLAPA Community to be used in promotional materials.
• Liaising with CLAPA’s volunteer-run Branches and local groups to promote events, activities and opportunities in the area.
• Background research on various projects and initiatives as required.
• Data processing and administration using CLAPA’s Salesforce database.
• Using CLAPA’s e-mail software to create and send mailings as required.
• Supporting office and home-based colleagues with various ad hoc communication & promotional needs.

Person Specification

Essential

• Ability to work independently and be proactive in following promising leads and conducting research.
• Excellent oral and written communication skills, including proof-reading, and an ability to engage confidently and persuasively with people from diverse backgrounds.
• Organised, methodical approach to work and ability to juggle competing deadlines alongside ongoing projects.
• Excellent attention to detail, especially when under pressure.
• Fast learner and team player with a willingness to pitch in as needed.
• Understanding of and/or interest in working in the voluntary sector.

Desirable

• A knowledge of and/or interest in cleft lip and palate.
• Experience of undertaking independent research to inform projects.
• Experience of data entry and data management, particularly with Salesforce or a similar cloud-based database system.
• Experience of using a website content management system (particularly Wordpress) and/or an event management system such as Eventbrite.
• Experience of providing content and creative ideas for public communications.
• Experience of promotional and/or PR work, including writing press releases.
• Experience of writing and/or editing case studies or ‘real life’ stories.
• Experience of working and/or volunteering in a charitable organisation.
• 2:1 undergraduate degree (or equivalent).

Application Process

Closing date: 6pm, Monday 23rd May 2016
Interviews: Wednesday 1st June 2016

Please email a CV and covering letter to info@clapa.com demonstrating how you meet the requirements of the person specification; make sure that you give evidence for each element using your paid or voluntary experience. Applications without a covering letter will not be considered.

As a small charity we are not able to respond to all applications but we will acknowledge receipt of email applications. If you have not received a response by 6pm, Wednesday 25th May then please assume your application has been unsuccessful.

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