



Every smile
tells a story

Communications & Regional Support Officer Recruitment Pack

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Charity registered in England & Wales (1108160) and Scotland (SCO41034)

Equal Opportunities & Safeguarding

CLAPA is an equal opportunities employer and we are committed to ensuring all applications are treated fairly. We monitor the demographics of applicants on the Application Form, but these questions are not mandatory and any answers will not be shared with the team shortlisting and interviewing candidates.

CLAPA is committed to safeguarding and ensuring the welfare of children, young people and vulnerable adults, and expects all employees and volunteers to share this commitment. **The suitability of all prospective employees or volunteers will be assessed during the recruitment process in line with this commitment.**

About CLAPA

The Cleft Lip and Palate Association (CLAPA) is a small charity working to improve the lives of people born with a cleft and their families in the United Kingdom.

Our vision is of a society where everyone affected by cleft feels supported, connected and empowered to take control wherever they are on their cleft journey.



What is Cleft Lip and Palate?

Early on in pregnancy, different parts of the face form and come together just above the top lip. If this doesn't happen quite as it should, the result is a gap or 'cleft' in the upper lip, the palate (roof of the mouth), or both. It's usually caused by a mix of genetic and environmental factors interacting in a way which can't be predicted or prevented.

Around one in 700 people are born with a cleft – that's 1,200 each year in the UK alone.

Cleft lip and palate has a wide range of causes, issues and outcomes, with a treatment pathway lasting twenty years or more. No two families will be affected in the same way. The journey through treatment and beyond isn't easy, but CLAPA believes that with the right help and support, children born with a cleft can grow up just as happy and healthy as anyone else.

What does CLAPA do?

CLAPA works to improve the lives of everyone born with a cleft and their families in the UK by providing knowledge, practical support, a community and a voice for people affected by cleft.

Our services include:

- Online and local **support groups** help people affected by cleft to feel positive, connected, and in control.
- **Local and national events** which bring people of all ages together so no one has to go through their journey alone.
- **Specialist feeding equipment** for babies born with a cleft, including over 700 free 'Welcome Packs' for new families each year.
- Trained **parent and patient volunteers** providing **one-on-one support** at all points of the cleft journey.
- A comprehensive, accessible **information service** led by the needs of our community.
- Trained volunteers **educate schools, local communities and even healthcare professionals** about cleft lip and palate.
- Collaboration with researchers to make their work accessible to our whole community.



The Community Fundraiser Post

This role will be a key part of our busy office-based team in London, and will manage our community fundraising programme.

You'll be working alongside a hardworking fundraising team of three staff who are experienced in their respective fundraising areas. You will have responsibility for managing our varied community fundraising programme which includes contributing to the development of key fundraising initiatives across the year, in particular CLAPA Awareness Week and World Smile Day. CLAPA has a strong track record particularly in community and events fundraising and has dedicated support from those personally affected by cleft.

Working for CLAPA

Founded in 1979, CLAPA is a national charity with a small, friendly staff team and a dedicated community of volunteers and fundraisers with personal connections to our work. Most of our 19 staff are part-time and/or home-based, and flexible working hours are encouraged so everyone can find a timetable that suits them.

We have just moved into 'The Green House', a brand new building in Cambridge Heath, London. As well as having excellent facilities and benefits, this building is a charity hub which hosts many small non-profit organisations.

CLAPA is structured around a small Senior Management Team and CEO who report to the Board of Trustees, the majority of whom have a personal connection to cleft lip and palate. We do our best to nurture a constructive, collaborative culture where all voices and contributions are valued. We have a strong focus on staff wellbeing, and have a Wellbeing Group which proactively works to tackle any concerns raised. CLAPA encourages cross-team working to give staff a chance to test their skills and learn about every area of how a modern charity operates.



Community Fundraiser Job Description

Salary: £25,000 PA

Hours: Full time (35 hours per week, flexible)

Reporting to: Interim Fundraising Manager

Based at: CLAPA Office in London (The Green House, E2 9DA)

Benefits:

- 25 days paid annual leave (pro rata), plus bank holidays and closure over Christmas from 24th December to 2nd January inclusive.
- Flexible working hours as agreed by manager. Unpaid leave and 'Time off in Lieu' available.
- 5% non-contributory pension.

Job Description

This post will focus on increasing sustainable income from a variety of community income sources. The main priority areas of income generation will be: all levels of education sources; community, philanthropic and faith groups; small businesses; and youth groups whilst raising awareness of the charity.

The role requires exceptional interpersonal skills, excellent donor care and previous fundraising experience that will help establish long term relationships. All forms of communication will be required including the proactive use of digital channels such as the website and social media platforms.

Key Tasks

- Develop and manage relationships with community, philanthropic (Round Tables, Rotary Clubs, WIs etc.) and faith groups.
- Develop and manage relationships with schools and other levels of education that include nurseries, colleges and universities. This will include the creation of presentation resources, lesson plans, fundraising products/tools that will help make fundraising easy for schools supporting CLAPA.
- Develop and manage relationships with small businesses that include branches of chains such as supermarkets, estate agents, and retail outlets.
- Develop and manage fundraising opportunities with youth groups such as Scouts, Guides and YMCA.
- Work with Regional Co-ordinators and Engagement Officers to support community fundraising initiatives in local communities.
- Contribute to the development and creation of fundraising initiatives, particularly around CLAPA Awareness Week and World Smile Day.
- Represent CLAPA at local, regional and national events.
- Manage the relationship and promotion of online affinity giving platforms such as Give As You Live and the Weather Lottery.
- Manage the research, supply and promotion of CLAPA's merchandise range (including Christmas cards).
- Administer the In Memory and In Celebration programmes, providing excellent donor care, including administering income from the Facebook Giving platform.
- Work with the Interim Fundraising Manager to develop a donor retention strategy to encourage repeat and sustained fundraising and donations.
- Respond promptly to telephone and email enquiries and ensure that relevant information about the fundraisers is promptly and accurately recorded on the Salesforce database, in keeping with data protection protocols.
- Manage key administration tasks for the above named income areas. Tasks to include the production of thank you letters, thank you posters, letters of authority, permissions, risk assessments and licences.
- Actively promote community fundraising through the CLAPA website and social media channels, including providing content for the Communications Team to share on social media pages, e.g. fundraiser stories.
- Regularly review and update community fundraising literature and website content to ensure it is fresh,

engaging and reflects up to date messaging.

- Keep up-to-date with all fundraising regulation and legal issues and ensure that activities comply with these requirements – with specific attention to Data Protection and Gift Aid regulation .
- Undertake any other duties as deemed appropriate.

Person Specification

Professional skills, knowledge & experience:

Essential

- Proven track record of community fundraising and generating income against challenging targets
- Excellent skills in customer service and relationship management
- Self-motivated with the ability to work independently and as part of a team
- Ability to plan and manage a number of simultaneous activities and deal with conflicting priorities to meet targets and deadlines
- Ability to work with staff members, suppliers and volunteers at all levels
- Excellent administrative and organisational skills and a high level of proficiency in Microsoft Office
- Ability to prioritise workload and to work accurately and efficiently
- Proven ability to take initiative and responsibility to get things done
- Excellent communication and interpersonal skills, written and oral
- Experience of using social media
- Experience in organising events
- Willingness to travel and to be flexible about hours of work (Time Off in Lieu is provided)

Desirable

- Knowledge or understanding of cleft lip and/or palate
- Experience in working with customer management databases

How to Apply

Please complete the Application Form included in the Recruitment Pack and send to info@clapa.com with 'Community Fundraiser Application' in the subject. You may also return your form by post to 'Toni Kitchingman, Cleft Lip and Palate Association, 244-254 Cambridge Heath Road, London, E2 9DA'.

You may request an application form in another format by emailing info@clapa.com with 'Community Fundraiser Recruitment Pack Request' in the subject. Please save your completed application form with your name in the filename.

All applications are subject to our shortlisting process; so if you're shortlisted we will contact you and invite you to attend an interview. We'll also tell you if there will be any skills tasks to complete as part of the recruitment process.

If you have not heard from us by Wednesday 2nd October, please assume your application has been unsuccessful.

Applications close: 1st October, 10am

Interviews: Wednesday 9th October

Start date: ASAP

Contact

Contact Spencer Halls, at spencer.halls@clapa.com or call the CLAPA office on 020 7833 4883 if you have any questions about the role or the application process.