



Every smile
tells a story

Communications & Regional Support Officer Recruitment Pack

📞 020 7833 4883 📧 info@clapa.com 🐦 @clapacommunity 📘 Cleft Lip and Palate Association 🌐 www.clapa.com

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 Communications and Regional Support Officer

Supported by the Communications & Information Manager, the Communications & Regional Support Officer will plan, create and deliver communications across various print and digital channels, with a strong focus on creative storytelling and interaction with our active community.

You will spend most of your time on CLAPA's vibrant social media pages and information-packed website, curating the safe, positive space we've created for people affected by cleft where difference is celebrated and the future is bright.

You will encourage our community to engage with our work and share their stories, and you'll use what you learn to help make our services and communications more accessible. You will be the link between CLAPA's services and the people that need them the most, finding new and innovative ways to advertise events and opportunities through a variety of channels to reach the most appropriate audiences. A large amount of content must be planned for various channels over the course of the year in collaboration with the rest of the CLAPA team and volunteers, so excellent organisational skills and time management are essential.

As part of a small charity, you will have regular contact with every team at CLAPA and chances to use your creativity and communications skills in many different contexts. You'll need to be proactive, solution-focused and flexible, eager to build your skills and rise to varied challenges.

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.



Communications and Regional Support Officer

Job Description

Salary: £22,000 PA

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

Reporting to: Communications and Information 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

Supported by the Communications & Information Manager, the Communications & Regional Support Officer will plan, create and deliver communications across various channels, including the website, social media, and print and online marketing materials. There will be a strong focus on creating and promoting case studies and photo stories featuring people affected by cleft.

The Communications & Regional Support Officer will be responsible for the day-to-day management of CLAPA's social media accounts, including community management of our support groups on Facebook. This role will also provide a small amount of administrative support in signposting those enquiring by email to the appropriate support services.

They will be in constant contact with CLAPA's regional staff and volunteers based throughout the UK to help them plan promotional content and follow-ups for events and opportunities. A large amount of content must be planned for various channels over the course of the year in collaboration with the rest of the CLAPA team and volunteers, so excellent organisational skills and time management are essential.

They will be proactive, solution-focused, and flexible, eager to build their skills by rising to the varied challenges of working within a small charity.

Key Tasks

- Proactively generating and editing content for a variety of channels, including CLAPA's website, social media and print media.
- Planning and scheduling posts on CLAPA's social media accounts (Facebook, Twitter, and Instagram)
- Managing and moderating CLAPA's Facebook Groups and other social media accounts to develop our online community.
- Using CLAPA's e-mail software to create and send mailings as required, including monthly e-newsletters.
- Creating graphics and copy for various CLAPA communications using templates, and creating new templates as required.
- Posting and promoting events, activities and opportunities as required by the Regional Team.
- Sourcing and cataloguing case studies, quotes and photos for use in promotional materials and in response to press requests.
- Arranging, conducting and writing up interviews with people involved in CLAPA's work, including children and young people.
- Ad hoc research, copywriting and editing tasks.
- Monitoring CLAPA's 'info' mailbox and signposting users to relevant services and/or staff members.

- Join CLAPA's small office team in performing ad hoc tasks, such as answering phones, taking orders for specialist feeding equipment, receiving deliveries, and other tasks as necessary.

Person Specification

Essential

- Strong written and oral communication skills, and the ability to communicate effectively with people of all ages and backgrounds.
- Ability to follow brand guidelines and use an appropriate voice and tone in crafting communications for a wide range of channels and audiences.
- Strong interpersonal skills and the ability to work with staff and volunteers at all levels.
- Ability to self-motivate and juggle competing priorities to meet deadlines and targets.
- Experience of using social media for promotional purposes.
- A genuine enthusiasm for supporting people affected by cleft to tell their stories, and the proven ability to write and edit stories like these to a high standard.
- A quick learner able to get to grips with new software and technology fast. High level of proficiency with Microsoft Office.
- Creative, with an eye for good graphic design and an engaging use of photographs.
- A willingness to learn about and get involved with all areas of CLAPA's work.

Desirable

- Personal experience of cleft, and/or a general knowledge of cleft.
- Professional graphic design and/or copywriting experience.
- A proven professional record of using social media, email campaigns, print media, and/or websites for promotional purposes and customer/user engagement.
- Experience in customer services.
- Experience in online community management.
- Experience with CRM systems and databases (e.g. Salesforce, Raiser's Edge).

How to Apply

Please complete the Application Form supplied alongside the Recruitment Pack. You may request an application form in another format by emailing info@clapa.com with 'Communications and Regional Support Officer Recruitment Pack Request' in the subject. Please save your completed application form with your name in the filename so we can easily track your application.

If you're shortlisted, we will contact you and invite you to attend an interview at our office where we will be happy to discuss the role in more detail and answer any questions you may have. There will be a few small tasks you will be asked to complete after the interview which reflect some of the day-to-day responsibilities of the role.

Return your completed application form to info@clapa.com with 'Communications and Regional Support Officer Application' in the subject. You may also return your form by post to 'Anna Martindale, CLAPA, The Green House, 244-254 Cambridge Heath Road, London, E2 9DA'.

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

Applications close: 1st October, 10am

Interviews: Thursday 10th October

Start date: ASAP

Contact

Contact Anna Martindale at anna.martindale@clapa.com or call the CLAPA office on 020 7833 4883 if you have any questions about the role or the application process.