



Every smile  
tells a story

# Fundraising Officer Recruitment Pack

## Introduction from the Chief Executive

*Dear Candidate,*

*Hello, I'm Claire. I'm the Chief Executive of the Cleft Lip and Palate Association (CLAPA), and I want to tell you about this unique opportunity to join an incredible charity that has supported, connected and empowered people affected by cleft in the UK for over 40 years. I'd like to thank you for your interest in this new and vital role.*

*We are currently looking for a Fundraising Officer to join our small Income Generation Team. We need someone with wonderful communication and administration skills who will support our dedicated community fundraisers every step on their fundraising journey.*

*We are looking for someone who thrives as part of a small, dynamic staff team, is willing to champion the charity and values seeing the immediate and lasting impact their work can make. If you think you have the talent, passion and experience to help us ensure we can always meet the needs of the community we serve, we want to hear from you.*

*Please read on to find the Job Description and Person Specification along with more information about our organisation and details of how to apply. We look forward to receiving your application.*

**Claire Cunniffe**

**Chief Executive**

## A word from our Chair of Trustees

*Every charity is experiencing huge challenges in these unprecedented times. In response, CLAPA has made a significant shift in our strategy to meet our unique challenges and serve our wonderful community. Central to that shift is an admission of the need, and a desire to change, how and from where we drive income.*

*We have a proud history and an amazing story, but this role is key to how we write the next chapter of that story. We don't just want to survive, but to thrive and develop as a charity. You will make the difference we need. With you, we will continue to deliver our amazing services to each one of the three children born every day with a cleft, not just today, but tomorrow and the day after that too. We need your energy, drive, inspiration and skills to do this. We look forward to meeting you.*

**Nick Astor**

**Chair of Trustees**

CLAPA is **committed to safeguarding** and ensuring the welfare of children, young people and adults at risk, 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.**

CLAPA is committed to creating a diverse and inclusive environment, and **we welcome applicants from all backgrounds and walks of life.** If you share our values and are passionate about supporting the UK cleft community, we want to hear from you. Our small office is in London, but we have staff and volunteers across the UK. So whether you're down in Cornwall, up in the Scottish highlands, in the Cardiff suburbs or Belfast Central, you'll find a place in our team.

# Fundraising Officer

## Job Description

**Hours:** Flexible up to 35 hours per week (Full time)

**Term:** Temporary contact until 31st October 2023 (With potential to extend)

**Remuneration:** up to £25,000 (based on experience)

**Reporting to:** Head of Income/ Fundraiser

**Based at:** Remote (Can also be based at CLAPA Office (E2 9DA), Cambridge Heath, LONDON)

**Flexible working:** We want to make sure that we find the right people to work in our team and we know that the traditional 9-5, five days a week doesn't suit everyone. So, we would love to hear from you if you feel you're a great fit for this role and would like to work flexibly. If you are the right person for this role, we'll find the right working approach for you.

### Benefits:

- 25 days paid annual leave, plus bank holidays and closure over Christmas from 24<sup>th</sup> December to 1<sup>st</sup> January inclusive. (pro rata)
- Flexible working hours as agreed by manager, access to unpaid leave and 'Time off in Lieu' policy.
- 5% non-contributory pension.

### Job Description

The role of Fundraiser is a key post in the organisation working to maximise CLAPA's income from the community. It's a very exciting time to join the CLAPA team, we have an ambitious new Income Generation Strategy in development to increase our income diversity. This role will play an active part in this strategy by providing excellent customer service and building strong relationships with our community fundraisers and event participants.

This post will focus on increasing sustainable income from a variety of community income sources. The main priority areas of income generation will be: from members of the community; challenge events; schools and groups; small businesses; in celebration giving and in memory giving. This is key position at the charity working on day to day administrative tasks including donation coding, recording, thanking and supporting with various fundraising activities. The role requires excellent communication skills, administration skills, great attention to detail and excellent customer care.

### Key Tasks

- First point of contact for all fundraising enquiries via phone, post and email and day to day management of Individual Fundraisers- ensure that relevant information about the fundraisers is promptly and accurately recorded on the Salesforce database, in keeping with data protection protocols
- Support Challenge Events fundraisers, managing a portfolio of virtual and in person challenge events and providing excellent stewardship of supporters.
- Develop and manage relationships with community supporters, including philanthropic groups; faith groups; educational institutions; youth groups; small businesses and faith groups.
- Accurate management of online fundraising pages
- Manage the fulfilment of fundraising materials.
- Represent CLAPA at online events.
- 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 and challenge events fundraising through the website and social media channels, including providing content to be shared on social media pages, e.g. fundraiser stories.
- Ensure the safeguarding of volunteers and beneficiaries by complying with CLAPA's Safeguarding Policies and Procedures and attend all compulsory training.
- Keep up-to-date with the communications from the diversity committee and attend diversity training as appropriate.
- Any other duties deemed appropriate.

## Person Specification

### Essential

- Excellent verbal and written communication skills, a confident communicator
- Be self-motivated and able to manage a diverse and demanding workload with minimal supervision.
- Proficient in the use of Microsoft Word, Excel, PowerPoint, Outlook and other IT applications
- Good keyboard skills with attention to detail and accuracy
- Ability to multitask effectively and excellent organisational skills
- Effective time management skills with an ability to solve problems
- Keen to learn, strive for continuous improvement and make a difference
- Willing to pull together and 'muck in' as part of a team
- Able to demonstrate empathy, sensitivity and respect confidentiality
- Experience of working in an administrative role

### Desirable

- Experience of working within the charity sector
- Relevant experience in fundraising
- Experience in working with CRM databases – knowledge of Salesforce would be useful but training can be provided
- Knowledge or understanding of cleft lip and/or palate
- Proven track record of communications with customers and management of larger volumes of administration

## About Cleft Lip and Palate

Early 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 that can't be predicted or prevented. A cleft can affect feeding, hearing, speech, teeth placement and more. The treatment pathway can last 20+ years, including several surgeries.

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

## About CLAPA

**The Cleft Lip and Palate Association (CLAPA) is a small charity supporting people born with a cleft and their families in the UK.** We bring together people affected by cleft to help them connect with others who share their experiences, welcoming them into a supportive community for life.

### CLAPA's Services

- Vibrant **social media channels** which promote positivity, bust myths and celebrate differences.
- **Online support groups** moderated by trained volunteers provide an instant connection for those looking for an informal support network.
- **Regular online events** give people the chance to talk about their experiences and worries and hear from others at all stages of the cleft journey.
- Confidential **one-to-one support** provided by trained volunteer patients and parents who reassure those most in need that they can cope with whatever lies ahead.
- Accredited **information** on cleft led by our community, reflecting their experiences and emotional needs as well as medical facts.
- An **Advocacy Service** that provides information and signposting to those with complex enquiries.
- A **Children and Young People's Council** made up of 9-17-year-olds who meet to share their thoughts and experiences, helping to improve our support services as well as cleft research and NHS care.
- A consultancy service for **researchers** which connects their work with our community.
- A **feeding service** that supplies 15,000 subsidised items of specialist equipment for babies born with a cleft each year, including free of charge items for new and vulnerable families



*When my Sonographer told me about my baby's cleft I was devastated. Soon after, I found CLAPA who introduced me to a whole new community of smiles and support. The experience has been amazing."*

**– Parent of young child**

## CLAPA's Values

- **Inclusive.** Everyone affected by cleft in the UK, regardless of background, identity or socioeconomic status, should be able to find a warm and welcoming community with CLAPA. We value all voices and want everyone to see themselves reflected in our work.
- **Trusted.** We passionately believe in doing what is best for the UK cleft community. Their needs and voices are at the front and centre of everything we do. We take responsibility for our mistakes and use them as chances to learn.
- **Adaptable.** We seek authentic feedback to help us raise the bar in everything we do. We don't stay stuck in our ways. We follow the evidence, try new things, and change with the times.
- **Collaborative.** We work best when we work together, whether this is as a staff team, as a community, or in partnership with others.

## CLAPA's Strategy

Like many organisations, 2020-21 saw CLAPA revolutionise its service delivery to better serve communities wishing to access support online. Our 2022-25 strategy has us building on this work to provide a suite of high-quality, community-led, online services which will be able to keep pace with whatever challenges the future may bring.

Within this strategy, there is a particular focus on developing external partnerships to support our work, developing enduring resources to make the most of our considerable knowledge base, and reviewing our services and marketing to ensure accessibility, diversity and inclusion are top priorities. This period will also see a shift in how we raise funds to ensure the ongoing sustainability of CLAPA's work.

## Working for CLAPA

Nearly all of CLAPA's 16 staff are part-time, and all are partly or wholly home-based. Core working hours are Monday-Friday, 9am-5pm, but all staff have some flexibility around their hours of work and can request changes to their working patterns as per our Flexible Working Policy.

CLAPA is structured around a small Senior Management Team and Chief Executive who report to the Board of Trustees (the majority of whom have a personal connection to cleft lip and palate), and has a constructive, collaborative culture where all voices and contributions are valued. 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.

Although we work remotely, we keep in constant contact using CLAPA's Slack workspace and regular Zoom catch-ups, so staff are never alone when questions, concerns or ideas pop up.

## How to Apply

Please complete the online Application Form: [https://clapa.formstack.com/forms/clapa\\_application\\_form](https://clapa.formstack.com/forms/clapa_application_form)

You may request an application form in another format by emailing [info@clapa.com](mailto:info@clapa.com) with 'Fundraising Officer Recruitment Pack Request' in the subject.

All applications are subject to our shortlisting process. 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 are shortlisted, we will ask you to complete a criminal records disclosure. Check [NACRO guidance](#) for more information on what should be disclosed and your rights.

If you have not heard from us by 30th April, please assume your application has been unsuccessful.  
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**Applications close:** 21<sup>st</sup> April

**Interviews:** w/c: 1<sup>st</sup> May

**Start date:** ASAP

## Criminal Record Background Checks

If you are invited for an interview, you will be sent a **Criminal Record Declaration form**. You will need to complete this form prior to the interview, but it will be stored securely and will only be looked at if we wish to make you an offer of employment. If you have declared that you have a criminal record on this form, we will complete a risk assessment process in line with our Safeguarding Policies.

## Contact

Contact Mikaela Conlin-Hulme Head of Income at [Mikaela.conlin-hulme@clapa.com](mailto:Mikaela.conlin-hulme@clapa.com) or call the CLAPA office on 020 7833 4883 if you have any questions about the role or the application process.

Due to most of our staff being home-based and part-time, there is usually limited cover, but if you leave a message on the answerphone, we will call you back as soon as possible. Please leave your full name and phone number when leaving a message.

