



Every smile
tells a story

Trusts and Foundations Manager 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 vital role.

We are currently looking for a Trusts and Foundations Manager to join our small Income Generation Team. We need someone with wonderful communication and administration skills who will help to deliver our ambitious plans for growth. We are seeking a detail-oriented, proactive and personable Trusts and Foundations Manager, to manage our portfolio of existing trust funders and identify and apply for new streams of funding.

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.

Trusts and Foundations Manager

Job Description

Hours: Flexible, up to 21 hours per week (part time)

Remuneration: up to £35,000 pro rata (based on experience)

Reporting to: Head of Income

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 24th December to 1st January inclusive (pro rata), plus extra day off for birthday
- Flexible working hours as agreed by manager, access to unpaid leave and 'Time off in Lieu' policy
- 5% non-contributory pension
- Access to 'Health Assured' Employee Assistance Programme
- Staff development budget

Job Description

The role of Trusts and Foundations Manager is a key post in the organisation working to maximise CLAPA's income to support our delivery of life-changing services for the UK cleft community. It's a very exciting time to join the CLAPA team; we have an ambitious new three-year Income Generation Strategy which aims to help diversify our income. We are seeking a detail-oriented, proactive and personable Trust and Foundations Manager to join our team, manage our portfolio of existing trust funders and to identify and apply for new streams of funding.

The post holder will have a track record of securing gifts from trusts and foundations, experience of researching and identifying new funding opportunities, and excellent written and oral communication skills in dealing with internal and external stakeholders. They will ensure that all secured grants are well-managed and effectively reported on, and that new funding opportunities are assessed and responded to in collaboration with colleagues across the charity.

Key Tasks

- Work collaboratively with the Head of Income, other senior managers and the wider staff team in raising funds for a variety of projects, against an agreed annual target.
- Write high quality, persuasive, tailored applications to funders articulating the impact of CLAPA's work, with detailed budgets, in line with their requirements, working with colleagues.
- Line manage the Trust and Foundations Officer role.
- Undertake detailed research relating to trusts and statutory funders.
- Identify and approach new grant makers that can be matched to current and emerging funding priorities.
- Provide regular quantitative and qualitative reports to Trusts, Foundation and Statutory funders.

- Be responsible for managing a portfolio of high value relationships, with excellent stewardship and effective engagement, keeping in regular contact with supporters, communicating impact and building long-term, sustainable relationships.
- Assist in project development, working with service delivery colleagues and the CLAPA community to create impactful and fundable projects.
- Ensure that the digital pipeline of prospects and partners is kept up to date.
- Keep accurate and up-to-date records of Trusts communications and achievements against key performance indicators using our CRM system (Salesforce).
- Contribute to departmental income reporting, budgeting, and forecasting.
- Any other duties deemed appropriate.

Person Specification

Essential

- Excellent verbal and written communication skills, a confident communicator - presenting complex information clearly, concisely and persuasively; tailoring style and content to a range of audiences to solicit support, with a high level of accuracy and attention to detail.
- 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
- Knowledge of financial planning, target setting, and financial literacy including an understanding of charity accounts.
- Experience of writing successful and compelling proposals and applications to trusts, foundations, and/or institutional donors to achieve specific fundraising targets.
- Knowledge of fundraising from trusts, foundations, and/or institutional donor and experience of successfully securing six figure gifts from trusts, foundations, and/or institutional donors.
- Experience of managing relationships (including applications and reporting) with trusts, foundations, and/or institutional donors. Ability to keep clear, accurate records to manage donor information using electronic systems (e.g. CRM databases)
- Experience of reporting effectively to donors against agreed outcomes using both qualitative and quantitative measures.
- Excellent team working skills.
- Excellent organisational, planning, prioritisation and time management skills.

Desirable

- Experience of working within the health charity sector
- Experience of working with CRM databases – knowledge of Salesforce would be useful but training can be provided
- Knowledge or understanding of cleft lip and/or palate

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 12-17-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 17 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

You may request an application form in another format by emailing info@clapa.com with 'Trusts and Foundations Manager 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 September, please assume your application has been unsuccessful.

Applications close: 14th August 2023 at 9am

Interviews: w/c: 21st August

Start date: ASAP

We reserve the right to close this vacancy early if we receive sufficient applications for the role. Therefore, if you are interested, please submit your application as early as possible.

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 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.

