



Every smile
tells a story

Digital 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 vital role.

We are currently looking for a Digital Officer to join our small but vital Communications team. We need a creative individual with excellent communication skills and a passion for supporting people affected by cleft via our digital channels.

We are looking for someone who thrives as part of a small, dynamic staff team, is willing to champion the charity's purpose and values seeing the immediate and lasting impact their work can make. If you think you have the talent, passion and energy 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 response, CLAPA has made a significant shift in 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.

Oliver Hopkins

Interim 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. We **pride ourselves on our flexibility**, so don't hesitate to get in touch to see if we can make this role work for 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.

Digital Officer

Job Description

Salary: £25,000 Per Annum

Hours: Full-time (35 hours per week), permanent position

Reporting to: Head of Impact

Based at: Home-based within the United Kingdom. Two days per annum required at the CLAPA Office in London (E2 9DA) for all-staff meetings (travel expenses paid).

Benefits:

- 25 days paid annual leave (pro rata), plus bank holidays and closure over Christmas from 24th December to 1st January inclusive
- Extra day off during birthday month
- Flexible working hours as agreed by manager, access to unpaid leave and 'Time off in Lieu' policy
- Access to 'Health Assured' Employee Assistance Programme
- 5% non-contributory pension

Job Description

As CLAPA's Digital Officer, you'll be responsible for creating and scheduling content across our communication channels. You'll use your excellent copywriting and design skills to put together posts, newsletters, graphics, videos and articles that engage and inspire the UK cleft community. While monitoring our social media channels, you'll have daily opportunities to connect with the people we support and act as the warm and friendly voice of the charity.

Working closely with our staff and volunteers, you'll need to understand their competing needs and priorities and translate them into high-quality content published in a busy schedule. You'll have the freedom to try new things, share ideas, learn from feedback, and work with others to solve problems. While you're expected to be proactive in fulfilling key tasks, you'll be fully trained and supported in every aspect of your work by the Head of Impact.

Our ideal candidate is a creative and confident communicator who shares our values and our staff team's dedication to supporting the UK cleft community.

Key Tasks

- Follow briefs from CLAPA's staff team to create and schedule posts and emails promoting our work.
- Create and publish content across CLAPA's social media accounts, including Facebook, Instagram, X, LinkedIn and YouTube.
- Create and send e-mailings using Campaign Monitor software, including monthly e-newsletters
- Design graphics for various communications and resources using Canva
- Take day-to-day responsibility for the sourcing, storage and usage of photos, stories and other submissions from the cleft community
- Monitor CLAPA's two community Facebook support groups, alongside trained volunteer moderators

- Monitor CLAPA's social media accounts and deal with or forward on messages and comments as appropriate
- Other ad hoc tasks in line with your skillset, such as updating webpages and subtitling videos.
- Ensure the safeguarding of volunteers and service users by complying with CLAPA's Safeguarding Policies and Procedures and attend all compulsory training
- Keep up-to-date with communications from the Diversity Committee and ensure that CLAPA's communications are delivered in line with the latest guidance
- Ensure the wellbeing of colleagues, volunteers and beneficiaries in all areas of work
- Any other duties as deemed appropriate

Person Specification

While paid professional experience is preferred, we will consider volunteer work for established organisations as well.

Essential

- Excellent written and oral communication skills, and the ability to communicate effectively with people of all ages and backgrounds
- Creative, with an eye for good graphic design and an engaging use of photographs
- Proven record of using communications platforms (Facebook, Twitter/X and Instagram in particular) for promotional purposes and user engagement
- 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
- Good technical know-how, including a high level of proficiency with Microsoft Office and an ability to get to grips with new software quickly
- Genuine enthusiasm for supporting people affected by cleft, and a willingness to learn about and get involved with all areas of CLAPA's work

Desirable

- Personal experience of cleft lip and/or palate, or a general knowledge of cleft
- Professional graphic design and/or copywriting experience
- Experience with social media and communications management platforms such as Buffer, Campaign Monitor and WordPress
- Experience in customer service
- Experience in online community management
- Experience with CRM and other data management systems such as Salesforce and Formstack

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 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

This Post

The **Digital Officer** role is ideal for junior staff, interns or volunteers looking to take the next step in their communications career in the charity sector. You'll have the creative freedom to try new things and will be encouraged to develop your skills and knowledge across the board while being fully supported by our experienced staff team. Our outgoing Communications Officer had this to say about working with us:

"I have thoroughly enjoyed working for CLAPA over the past two years and have been incredibly grateful to learn the ropes of working in the charity sector. No two days are the same, and the wide variety of communication tasks has helped me develop the skills, confidence, and creativity to take the next step in my charity career."

“CLAPA is hugely encouraging to new ideas and brings out the best of your strengths whilst providing the support to develop and grow. I have never worked for such a friendly, caring, hardworking team that is incredibly proud to deliver our services to the cleft community. The role is busy, varied and very fulfilling, and you will get to know the whole team well.

“Over the past two years, I have worked on exciting and creative projects and have loved communicating directly with the community. My knowledge of cleft has grown immensely, and I am now keen to spread awareness to members of the public, friends and family. Do not hesitate to apply if you want to feel part of a positive and supportive charity filled with dedicated and talented colleagues!”

CLAPA Communications Officer, March 2022 – March 2024

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 ‘Digital Officer Recruitment Pack Request’ in the subject.

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 are shortlisted you will be asked to complete a criminal records disclosure. To check how information should be disclosed and your rights check [NACRO guidance](#).

If you have not heard from us by Friday 8th March, please assume your application has been unsuccessful.

Applications close: Monday 4th March at 9am

Interviews: Monday 11th March (via Zoom)

Start date: ASAP from Monday 25th March

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.

This role requires a basic background check which will be completed prior to the successful candidate starting in post. This will be completed through the **Disclosure and Barring Service (DBS)** for those in England and Wales, **the Protecting Vulnerable Groups (PVG)** scheme in Scotland, or the **Access NI** scheme in Northern Ireland.

Contact

Contact Head of Impact, Anna Martindale, at anna.martindale@clapa.com if you have any questions about the role or the application process.