



Every smile
tells a story

Head of Communications and Marketing Recruitment Pack

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Registered Charity in England and Wales (1108160) and Scotland (SC041034)

Introduction from the Chief Executive

I'm Claire. I'm the Chief Executive of CLAPA, the UK charity for people affected by cleft lip and palate. 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 45 years. I'd like to thank you for your interest in this new and vital role.

We are currently looking for a Head of Communications and Marketing to manage all aspects of internal and external communications including media relations, digital content and brand strategy. We need an experienced individual who can lead on the development and delivery of the organisational Communications and Marketing Strategy and who has experience of successful strategic management within a communications or marketing role.

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

Charities have to grow and develop, even more so in this ever changing world that we live in. The current digital environment means that charities must evolve to utilise every communication tool that is available to them. By doing so they ensure their message can reach as many people as possible and in turn help our beneficiaries. Without this realisation, and adaptation, we cannot hope to use our income to meet the needs of the wider population.

This role is key to ensuring that CLAPA can embark on this journey, keeping true to our values, but pushing the boundaries so that the one in three children born with a cleft every day, gets the relevant support. Not just for themselves but the families around them. Not just in one area, but all aspects of their lives. And not just for one day, but for the rest of their lives.

Join us, by bringing the best unique version of yourself, and help us shape the future of CLAPA.

Oliver Rendell
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.

Head of Communications and Marketing (Full Time)

Job Description

Salary: £50-£55,000 per annum depending on experience

Hours: Full-time (35 hours per week; for the right candidate, we would consider a contract with fewer hours)

Contract Type: Permanent

Reporting to: Chief Executive

Based at: CLAPA Office in London (E2 9DA), OR based from home within the UK. Minimum of five days per annum required at the CLAPA Office in London (E2 9DA) for SMT meetings, all-staff meetings, and Trustee Away Days (travel expenses paid)

Benefits:

- 25 days paid annual leave (pro rata)
- Bank holidays (pro rata) 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

The Head of Communications and Marketing is a strategically important post in the organisation with lead responsibility for overseeing communications, marketing and PR for the UK's only national cleft lip and palate support charity. The role involves managing all aspects of internal and external communications including media relations, digital content and brand strategy. The role reports directly to the Chief Executive, is a member of the Senior Management Team and works closely with the CLAPA Board of Trustees to ensure that we maximise all opportunities to promote the work of the charity. The post holder also has responsibility for the direct line management of the Communications and Marketing team.

Key Tasks

- Lead on the development and delivery of the organisational Communications and Marketing Strategy.
- Lead on CLAPA's external communications and develop CLAPA's communications channels
- Create and manage key messages across the organisation ensuring that service delivery and income generation are represented as a key part of the charity.
- Work closely with the Policy and Campaigns Manager to ensure that they are supported by the Communications and Marketing team to achieve the best possible outputs for policy and campaigning work.
- Lead the organisation's digital communications and work with the Digital Product Manager to ensure the use of data and analytics to optimise our communication and engagement approaches.
- Oversee the development of a Content Plan that supports the organisation's goals ensuring that content is relevant, engaging and tailored to different audiences including donors, the cleft community and the general public.
- Provide editorial oversight for all content produced by the Communications and Marketing team including social media posts, website content, newsletters, press releases and other written

materials.

- Work with SMT colleagues and the Board of Trustees on the development and delivery of the organisational strategy and operational plan
- Develop and implement an internal communication and campaigns plan that keeps staff informed, engaged and aligned with the organisation's strategic priorities and goals.
- Act as the overall guardian of the CLAPA brand, ensuring the brand reflects and aligns with the organisation's identity and is consistently applied across all CLAPA's communications channels.
- Develop and execute public relations campaigns that raise awareness of CLAPA's work, build its reputation and attract new audiences.
- Play an active role in the Senior Management Team, ensuring good governance and providing support to the Chief Executive and Head of Finance with developing and managing the organisational budget.
- Lead the Communications and Marketing team, ensuring that staff are supported to achieve individual and organisational KPIs.
- Be curious, engaged and CLAPA's lead advocate of new developments and activities within the communications and marketing sector.
- Keep up-to-date with the communications from the Diversity Committee and ensure that all services delivered by the Communication and Marketing team are developed in line with this guidance.
- Ensure the wellbeing of colleagues, volunteers & beneficiaries at all times
- Any other duties as deemed appropriate

Person Specification

Essential

- Experience of successful strategic management within a communications or marketing role, including the development and execution of a communications and marketing strategy in a complex and changing environment
- Proven experience in managing media relations and overseeing digital communications
- Influencing skills – high-end networking and relationship building that delivered for an organisation
- Inspirational leadership and team management, establishing a shared commitment to the vision and values of the organisation to ensure a clear focus on goals and targets
- Excellent written and verbal communication skills with a strong ability to create content for a range of audiences
- Ability to manage multiple projects simultaneously and meet deadlines in a fast paced environment.
- Creative and innovative thinker with a passion for storytelling and engagement
- Experience in setting and managing budgets
- Proven ability to self-motivate, take the initiative and get things done, both independently and as part of a team
- Strong attention to detail and commitment to quality
- Adaptable and resilient with a positive and solutions-orientated approach

Desirable

- Experience of change management
- Knowledge or understanding of cleft lip and/or palate
- Experience in working with CRM databases – knowledge of Salesforce would be useful but training can be provided

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 the UK's cleft lip and palate support charity. 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.
- **Information** on cleft led by our community, reflecting their experiences and emotional needs as well as medical facts.
- **Counselling** to enable those feeling overwhelmed, anxious, or depressed to work on any issues in their lives.
- **Support and signposting** for those with those with complex enquiries.
- A **Children and Young People's Council** and several targeted focus groups who meet to share their thoughts and experiences, helping to improve our support services as well as cleft research and NHS care.
- **Mentoring** to help young people address cleft-related challenges and develop coping and communication skills.
- **Camp CLAPA adventure weekends**, a **Penpals project** and other opportunities for children and young people to connect and improve mental health and wellbeing.
- A consultancy service for **researchers** and **health professionals** which connects their work with our community and enables Patient and Public Involvement (PPI).
- 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 small staff team 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

CLAPA's communications are a joy to manage, from the lovely photos and stories that make so many people smile, to services connecting those in need and helping them to feel confident and in control of their cleft journey. The charity does incredible work which touches thousands of lives each year, and it's our privilege to be able to shout about it and make sure as many people as possible get the support they need.

Our busy (and brilliant!) service delivery and fundraising teams make sure there's always plenty to talk about, and our communications team already do a wonderful job of translating this into compelling articles, heart-warming stories and beautiful graphics. What we need now is someone with the vision and experience to take our communications to the next level and work strategically to give CLAPA the platform it deserves.

There is a huge amount of potential at CLAPA waiting for the right person to unlock it. If that's you, please don't hesitate to apply. You will find yourself working with passionate, dedicated people at all levels willing to try new things, collaborate, and do whatever they can to reach and support our wonderful community.

- Anna Martindale, outgoing manager of Communications Team

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 Head of Communications and Marketing - 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. We will also ask you to complete a Criminal Record Disclosure form (see below).

If you have not heard from us by Thursday 12th December 2024, please assume your application has been unsuccessful. We regret that due to our small team, we are unable to give feedback on unsuccessful applications.

Applications close: 9am on Monday 9th December 2024

Interviews – 1st stage: Thursday 12th December 2024

Interviews – 2nd stage: Tuesday 17th December 2024

Start date: As soon as possible – to be agreed

If the interview or start dates will be an issue for you because of religious festivals or other key dates, we will make every effort to accommodate this. Please get in touch to discuss your requirements.

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. Check [NACRO guidance](#) for more information on what should be disclosed and your rights.

DBS Checks

All roles are assessed in line with CLAPA policy against current DBS check requirements. Successful candidates may be required to complete a relevant level DBS check and may need to join the DBS update service as necessary. This requirement will be dependent on the role and this will be discussed further at interview.

Contact

Contact Claire Cunniffe at claire.cunniffe@clapa.com if you have any questions about the role or the application process.

You can also call the CLAPA Office on 020 7833 4883. 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.

