



Every smile
tells a story



Digital Communications Coordinator (Maternity Cover) Recruitment Pack

Introduction from the Chief Executive

Dear Candidate,

Hello, 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 Digital Communications Coordinator to cover maternity leave and to support our busy Communications team. 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.

Digital Communications Coordinator

(Maternity Cover, Fixed Term, up to 12 months)

Job Description

Salary: Up to £30,000 (per annum)

Hours: Full-time (35 hours per week), Maternity Leave position - Fixed Term Contract to cover period of maternity cover up to 12 months.

Reporting to: Head of Communications and Marketing

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).

Can also be based at CLAPA Office (E2 9DA), Cambridge Heath, LONDON).

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
- Access to free eye care vouchers

Job Description

The Digital Communications Coordinator is a key role within CLAPA, responsible for implementing our digital communications strategy to engage and inspire the UK cleft community. This role moves beyond content creation to take ownership of CLAPA's digital communications across social and email platforms, ensuring online communications are strategic and data-driven. Working closely with colleagues across the organisation, this role supports the planning, delivery, and monitoring of campaigns that inform, support, and connect the cleft community in the UK.

This is a hands-on role suited to someone with a good understanding of digital communications and a passion for community engagement. The Coordinator will manage day-to-day digital content, respond to online enquiries, and support internal teams with their communications needs. They will also play an important part in maintaining CLAPA's brand and voice across all channels, ensuring our communications are accessible, on-brand, and effective.

Key Tasks

Digital Strategy & Content Leadership

- Coordinate and schedule digital campaigns across social media and email platforms to support CLAPA's communications strategy.
- Maintain and update a digital content calendar to ensure timely and consistent messaging.

- Work with colleagues across departments to help deliver effective communication campaigns.
- Ensure brand consistency is upheld across all digital materials in line with CLAPA's guidelines.

Community Engagement

- Monitor and manage social media inboxes, responding to messages and engaging with the cleft community in a supportive manner.
- Support the moderation of CLAPA's online community groups, working alongside volunteers to maintain a positive environment.

Digital Presence

- Track digital performance using analytics tools and assist in producing regular reports on engagement and reach.
- Contribute ideas and suggestions for improving digital content and processes.

Collaboration & Organisational Support

- Respond to internal requests for communications support and help gather or create relevant content.
- Assist with internal communications by preparing presentations, documents, and other materials.

Person Specification

Essential

- Proven experience in digital content creation – including multi-channel approach to editorial and multimedia communications and storytelling across digital channels (blogs, social media, website, email, collaboration).
- Strong copywriting– clear communication and the ability to adapt for a range of channels and audiences.
- Basic graphic design and video editing – proficiency with tools like Canva design and web content management experience.
- Experience in email marketing – developing engaging, conversion-focussed email content and using platforms strategically (e.g., Campaign Monitor).
- Proven collaboration skills – managing relationships and working alongside other teams, particularly Fundraising and Service delivery, to deliver on project briefs.
- Confidence in managing multiple projects independently and making content-related decisions within strategic guidance.
- Experience moderating online communities and handling social media engagement.
- Social media content and strategy – creating and developing engaging multimedia content for a range of social channels and audiences.

Desirable

- Strong analytical skills, with the ability to use data to optimise content performance.
- Experience in the charity sector and aligning content with organisational goals.

- Knowledge of accessibility best practices in digital communications.
- Project management experience – managing multiple campaigns independently.

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

CLAPA's 2025-2030 strategy aims to provide comprehensive support for people affected by cleft lip and palate, ensuring no one goes through their journey alone. We continue to deliver vital services like the feeding service, peer support, counselling, and Cleft++ Mentoring, while expanding our digital offerings for greater accessibility. Our core focus is on **Investing** in our people and infrastructure, **Empowering** the cleft community to have a voice in care, and **Informing** through accessible resources. Additionally, we **Connect** individuals through community-building and **Reassure** them with personalised support. We are also embarking on a new era of campaigning and advocacy to influence cleft care policy, supported by a refreshed brand and a new website. With an enhanced income generation strategy, we seek to forge lasting partnerships with donors, corporations, and supporters to drive forward these ambitious goals.

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

This role moves beyond content creation to take ownership of CLAPA's digital communications across social and email platforms, ensuring online communications are strategic and data-driven. Working closely with colleagues across the organisation, this role supports the planning, delivery, and monitoring of campaigns that inform, support, and connect the cleft community in the UK.

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 Communications Coordinator Recruitment Pack Request' in the subject.

All applications are subject to our shortlisting process. If you are shortlisted, we will contact you and invite you to attend an interview and there will be a skills task 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 **Friday 15th August 2025**, 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: Friday 1st August 2025, 9.00am

Interviews: Remote interviews to take place Tuesday, 12th August 2025.

Start date: From Monday, 15th September 2025

NB - We reserve the right to close applications early if we receive a high volume of strong candidates.

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 Mikaela Conlin-Hulme at mikaela.conlin-hulme@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.

