



Every smile  
tells a story

# Content Coordinator 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 Content Coordinator to source and create incredible content to inspire and inform our community. We need a fantastic writer who can handle personal stories with sensitivity and explain complex topics to people of all ages and abilities.*

*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 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. 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.

## Content Coordinator (Part-Time, 21 hours per week)

### Job Description

**Salary:** £28,000 (per annum, pro rata based on 35 hours full-time)

**Hours:** Part-time (21 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)
- Bank holidays (pro rata) and closure over Christmas from 24<sup>th</sup> December to 1<sup>st</sup> 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 Content Coordinator, you'll be responsible for publishing a steady stream of stories, blogs and other engaging content on our website and other platforms.

The UK cleft community is full of fantastic stories waiting to be told, and you'll be there to sensitively support people of all backgrounds to share these stories with your insightful questions and top-notch editing abilities. You'll be comfortable talking to everyone from school-age children to NHS cleft surgeons to get the kind of content that will inspire and engage our community.

You'll be our go-to writer when a new resource needs to be drafted or edited, and you'll enjoy the challenge of adapting your writing to different briefs and communicating often complex ideas to people of all ages and abilities. 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 writer who shares our values and our staff team's dedication to supporting the UK cleft community.

### Key Tasks

- Working with the Head of Impact to oversee the delivery of CLAPA's 'Content Calendar'
- Sourcing, writing up and publishing stories from the UK cleft community. This may include conducting interviews with people of different ages and connections to cleft.
- Planning, sourcing and publishing new content for CLAPA's website and other channels, such as blogs and informational content, and providing compelling copy for related social media posts.

- Drafting and editing content based on briefs from the Head of Impact and other team members. This could include writing fundraising appeal letters, articles, press releases, marketing collateral, video scripts, adapting medical information for different audiences, or putting together information packs for support services.
- Support the Digital Officer with fulfilling regular briefs to promote CLAPA's support services, including social media posts, e-newsletters and website articles.
- Constantly reviewing and updating CLAPA's content to ensure it aligns with strategic goals as well as SEO and principles of accessibility and inclusion.
- Supporting CLAPA's staff team with ad hoc writing and editing tasks to make the most of your skills
- 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

### Essential

- Demonstrated excellent written and oral communication skills with strong attention to detail, especially when proof-reading and editing
- Proven record of using written content to engage and inspire an audience, including written personal stories or interviews
- Experience with interviewing service users and stakeholders to tell their personal stories
- Strong interpersonal and collaborative skills and the ability to work with staff, volunteers and stakeholders at all levels
- Good understanding of the principles of high-quality online content, including SEO and accessibility.
- Ability to follow a brief when crafting content, particularly with regards to brand guidelines and tone of voice
- Ability to confidently adapt content for different audiences and publications
- Highly organised and able to self-motivate and juggle competing priorities to meet deadlines and targets
- 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
- Experience of creating and/or editing medical information for a lay audience
- 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 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.
- **'Camp CLAPA'** adventure weekends for young people born with a cleft to help them build confidence, make friends and have fun.
- 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 to improve CLAPA's services and feed into research and NHs care.
- A consultancy service for **researchers** which connects their work with our community.
- A **feeding service** that supplies 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 charities, 2020-21 saw CLAPA revolutionise its service delivery to better serve communities wishing to access support online and this continued with our [2022-25 strategy](#) which has us building on this work to provide a suite of high-quality, community-led, online services to keep pace with whatever challenges the future may bring.

We are now in the process of developing our 2025-2030 strategy and, as part of CLAPA, you will have the opportunity to play a meaningful role in helping to map out the future direction of the organisation.

## 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 is a brand new post to help meet rising demand within CLAPA's small Communications Team. While our Digital Officer looks after our fast-paced social media channels and e-newsletters, the Content Coordinator will be responsible for sourcing and crafting longer-form content such as case studies, blogs and information. There will be plenty of opportunities to talk in-depth with people in the cleft community and support them to tell their stories. The team is managed by the Head of Impact who is experienced in all aspects of both roles within CLAPA and will provide full support and oversight.

## 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 'Content Coordinator Recruitment Pack Request' in the subject. For safeguarding reasons, **we do not accept CVs**.

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 Friday 5<sup>th</sup> July, 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 Monday 1<sup>st</sup> July

**Interviews:** Wednesday 10<sup>th</sup> July

**Start date:** ASAP

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.

## Contact

Contact Head of Impact Anna Martindale at [anna.martindale@clapa.com](mailto:anna.martindale@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.

