

Recruitment Pack

Communications Manager



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 Communications Manager with excellent project management skills to ensure that communications and marketing activity is effectively planned, prioritised and delivered and that all teams are well communicated with regarding communications and marketing for their function.

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 Head of Communications & Marketing

Thank you for taking the time to find out more about this role. This is a genuinely exciting moment to join CLAPA. Over the last year we've rebranded, launched a new website, grown our communications function and laid the foundations for a team that can make an even bigger difference for people affected by cleft.

We're now looking for our first Communications Manager, a brand new role created to take our team output to the next level. We need someone who loves bringing people together, spotting opportunities, keeping projects moving and helping great ideas become brilliant campaigns.

You'll be joining a friendly, supportive team that cares deeply about the work we do and its impact on the cleft community. We celebrate successes, back each other when things get busy and aren't afraid to try new ideas. I believe the best communications come from people who feel trusted, valued and able to be themselves.

If you're someone who enjoys turning ambition into action, helping others do their best work and wants to be part of a growing team with big plans, I'd love to hear from you.

Nick Ford
Head of Communications and Marketing

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.

Communications Manager (Part Time)

Job Description

Salary: £42,000 per annum FTE (pro rata)

Hours: Part-time, 28 hours per week, Permanent (working days must include a Monday and a Friday)

Reporting to: Head of Communications and Marketing

Direct Reports: Communications Officer (Full Time), Communications Officer (21 hours)

Based at: Remote based from home within the UK. Minimum of four days per annum required at the CLAPA Office in London (E2 9DA) for team meetings, away days and all-staff meetings (travel expenses paid).

Benefits:

- 25 days paid annual leave (pro rata)
- Bank holidays (pro rata)
- Closure days each year from 24th December to 1st January inclusive, comprising bank holidays and additional paid leave
- 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% defined contribution pension
- Access to free eye care vouchers



Job Description

Reporting to the Head of Communications and Marketing, the postholder is responsible for translating the communications strategy into coordinated day-to-day delivery. They will oversee the planning, scheduling and operational management of communications activity across the organisation, ensuring work is appropriately prioritised, resources are allocated effectively and projects are delivered to a consistently high standard.

The role directly manages CLAPA's Communications Officers, embedding effective planning, briefing and workflow processes that enable the team to deliver proactive, creative and high-quality communications.



Key Responsibilities

Operational Leadership

- Lead the operational planning, coordination and delivery of communications and marketing activity across the organisation, ensuring work is effectively prioritised, resourced and delivered in line with organisational priorities.
- Translate the Communications and Marketing Strategy into operational delivery plans, ensuring strategic priorities are embedded within the team's day-to-day work.
- Manage the Communications team's workplan, balancing competing priorities and allocating communications resource to deliver agreed organisational priorities.
- Take responsibility for day-to-day operational decision-making across the Communications team, including prioritising work, negotiating deadlines, managing competing requests and reallocating resource where required.
- Act as the first point of escalation for operational communications matters, resolving issues where appropriate and escalating strategic, reputational or organisational matters to the Head of Communications and Marketing.
- Ensure agreed communications planning, briefing and approval processes are consistently followed across the organisation.

Team Leadership

- Provide direct line management, coaching and support to the Digital Communications Coordinators, creating a positive, collaborative and high-performing team culture.
- Lead regular one-to-one meetings, objective setting and performance reviews, ensuring colleagues are supported to achieve individual objectives and departmental KPIs.
- Identify learning and development opportunities that strengthen the capability and confidence of the Communications team.
- Promote wellbeing, inclusion and continuous learning across the team.
- Support recruitment, induction and onboarding of Communications team members where required.

Key Responsibilities

Communications Planning and Delivery

- With strategic and creative support from the Head of Communications and Marketing, lead the planning and delivery of integrated communications campaigns, ensuring communications activity supports agreed organisational objectives.
- Manage the Communications briefing process, ensuring requests are appropriately scoped, prioritised and aligned with organisational priorities before work begins.
- Oversee the organisational communications calendar, ensuring campaigns and communications activity are effectively coordinated across the organisation.
- Ensure the Digital Communications Coordinators provide a proactive, responsive and consistent communications service to their allocated areas, acting as trusted communications partners for colleagues across CLAPA.
- Build strong working relationships across the organisation, supporting colleagues to identify the most effective communications approaches while providing constructive challenge where appropriate.
- Ensure communications activity remains audience-focused, insight-led and proactively planned rather than driven solely by reactive requests.
- Develop campaign communications plans and delivery schedules for approval by the Head of Communications and Marketing.

Editorial and Quality Assurance

- Provide editorial oversight across routine communications outputs, ensuring all content is accurate, engaging, accessible and aligned with CLAPA's brand and tone of voice.
- Approve routine communications activity within agreed brand, editorial and governance guidelines.
- Ensure appropriate quality assurance and approval processes are followed across all communications outputs.
- Work closely with the Head of Communications and Marketing to develop creative approaches and campaign plans, ensuring strategic direction is reflected throughout delivery.
- Escalate campaign communications, major organisational projects and reputation-sensitive communications to the Head of Communications and Marketing for strategic oversight and final approval.
- Champion accessibility, inclusion and best practice across all communications channels.

Key Responsibilities

Performance and Continuous Improvement

- Monitor communications activity against agreed KPIs, producing regular reports and recommendations for the Head of Communications and Marketing.
- Work collaboratively with the Digital Product Manager to ensure communications activity is informed by audience insight, analytics and digital performance data.
- Continually review and improve communications systems, workflows and processes to ensure the team operates efficiently and effectively.
- Embed effective planning, project management and briefing processes that support high-quality communications delivery.
- Identify opportunities to improve collaboration, efficiency and communications support across the organisation.
- Encourage innovation and continuous improvement across day-to-day communications delivery.

General

- Support the Head of Communications and Marketing in delivering CLAPA's Communications and Marketing Strategy.
- Deputise for the Head of Communications and Marketing on operational communications matters where appropriate.
- Ensure all communications activity reflects CLAPA's values and commitment to equality, diversity and inclusion.
- Ensure the wellbeing of colleagues, volunteers and beneficiaries at all times.
- Undertake any other duties as deemed appropriate.

Person Specification

Essential

- Experience of managing communications, marketing or public relations activity within a busy organisation.
- Experience of line managing or leading a communications team.
- Experience within the charity, health or voluntary sector.
- Experience of marketing support services
- Demonstrable experience of planning and delivering integrated communications campaigns across multiple channels.
- Excellent project management and organisational skills, with the ability to manage competing priorities and deadlines.
- Experience of coordinating workflows, allocating resources and managing competing demands.
- Excellent written and verbal communication skills, with strong editorial skills and attention to detail.

Person Specification

Essential

- Experience of developing productive relationships with internal stakeholders and providing strategic communications advice.
- Experience of monitoring communications performance and using insight and data to inform future activity.
- Ability to motivate, coach and develop others.
- Strong problem-solving skills with a proactive, collaborative and solutions-focused approach.
- Commitment to equality, diversity and inclusion.

Desirable

- Experience of implementing communications planning processes, workflows or project management systems.
- Experience of managing integrated communications calendars and campaign planning.
- Experience of CRM systems, content management systems or Salesforce.
- Knowledge or understanding of cleft lip and/or palate.



About Cleft Lip & 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

Cleft Lip and Palate Action (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.

CLAPA's Services

- 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.

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 staff team are 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 led by a 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 Teams catch-ups, so staff are never alone when questions, concerns or ideas pop up.

This post

Acting as the primary operational lead for communications delivery, the Communications Manager will ensure colleagues across CLAPA receive responsive, well-planned communications support while maintaining clear priorities and protecting the team's capacity to deliver its best work.

How to Apply

Please complete the online Application Form: [CHARITY JOB APPLICATION FORM](#)

You may request an application form in another format by emailing info@clapa.com with 'Communications 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. We will also ask you to complete a Criminal Record Disclosure form (see below).

Shortlisting

We shortlist candidates primarily based on answers to the '**Skills, Experience and Additional Information**' question in our application form. You should answer this question by referring to the Job Description above and addressing each point of the person specification by explaining how you meet the requirements based on your skills and past experience (paid and voluntary).

Employment and education history is considered later in the shortlisting process; you should include all directly relevant information in the 'Skills, Experience and Additional Information' section even if it is repeated in your employment and education history.

We shortlist anonymously, meaning we do not see your name or other personal details until we have made decisions.

We can only use the information provided in your application to evaluate your candidacy. **If you have been involved with CLAPA in the past**, you must explain this in detail in your application (including any relevant skills and experience gained) for it to influence our decision-making.

Dates

If you have not heard from us by Friday 11th September, 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 Thursday 20th August 2026

1st stage Interviews: Wednesday 9th & Thursday 10th September

2nd stage Interviews: Tuesday 15th September

Start date: To be agreed

Please be advised that this vacancy may close ahead of the advertised deadline should we receive a significant number of applications and so we advise submitting applications early.

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 Nick Ford at nick.ford@clapa.com if you have any questions about the role or the application process.

You can also call CLAPA on 0207 833 4883 to leave a message on our answerphone, and we will call you back as soon as possible.

Thank *you* for your interest



   @clapacommunity

 clapa.com

 020 7833 4883

 **The Green House, 244-254 Cambridge
Heath Road, LONDON E2 9DA**

Cleft Lip and Palate Action (CLAPA) is the operating name of Cleft Lip and Palate Association, a registered Charity in England and Wales (1108160) and Scotland (SC041034), which is a company limited by guarantee registered in England and Wales (5206298).