

# Recruitment Pack

Brand, Communications  
and Creative Trustee



# 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 new Brand, Communications and Creative Trustee who can use their skills to support our growing charity. In early 2026, CLAPA relaunched with a new brand identity. This role will ensure that our team are supported in brand and content strategy and making the most of the new brand for growth and engagement.

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 Role 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 use 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 three children born with a cleft every day get 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.

## **Brand, Communications and Creative Trustee (Volunteer)**

### **Role Description**

The Board of Trustees is responsible for the overall governance and strategic direction of the charity, developing CLAPA's aims, objectives and goals in accordance with the governing document, legal and regulatory guidelines. You would be joining our board at an exciting time, as we continue to implement our 5-year strategy for 2025-2030.

The Brand, Communications and Creative Trustee will participate in all areas of the charity's governance with a special interest in brand strategy, content, communications and creative to support with the Board's understanding and interpretation.

### **Key Tasks**

The Brand, Communications and Creative Trustee will be expected to:

- Ensure that CLAPA's brand values are adhered to and that the new brand allows CLAPA to maximise opportunities for broader reach.
- Offer brand and creative expertise to the Head of Communications and Marketing, the Head of Income and other members of the Senior Management Team and support and give guidance on brand strategy, identifying opportunities for creative and content to drive engagement across services, fundraising and campaigning.
- Be an integral part of the Trustee board, working alongside other Trustees and the charity's Senior Management Team, formulating and regularly reviewing the charity's strategic aims and objectives, evaluating performance and impact, ensuring the organisation complies with statutory and regulatory requirements from a fundraising and communications perspective.



## The duties of the Trustee board are to:

- Ensure CLAPA complies with its constitution, charity and company law, and all relevant regulations
- Ensure that CLAPA pursues its objects as defined in its governing document
- Ensure CLAPA applies its resources exclusively in pursuance of its objects, i.e. it must not spend money on activities which are not included in its own objects, no matter how worthwhile or charitable those organisations are
- Contribute actively to the board in giving firm strategic direction to CLAPA, setting overall policy, defining goals, setting targets and evaluating performance
- Attend Board meetings, adequately prepared to contribute to discussions and adhere to the Trustee Code of Conduct. Use independent judgment, acting legally and in good faith to promote and protect
- Occasionally attend occasional CLAPA events (online or in-person) to understand services and represent the organisation.
- Respond to occasional queries from the wider CLAPA team (with SMT approval) to inform service delivery and decision making
- Commit sufficient time to trustee duties and remain responsive between meetings.
- Ensure CLAPA complies with relevant Safeguarding and Health & Safety legislation and participate in internal committee meetings as required
- Complete a relevant level DBS check in line with CLAPA policy and join the DBS update service
- Safeguard the good name and values of CLAPA
- Ensure the effective and efficient administration of CLAPA
- Protect and manage the property of CLAPA and ensure the proper investment of CLAPA's funds
- Promote CLAPA's aims using your skills, expertise, and networks.
- Appoint the Chief Executive and monitor their performance
- Willingness and ability to understand and accept their responsibilities and liabilities as Trustees and to act in the best interests of the organisation.

## Person specification

### Essential

- Professional experience working in brand, communications, content and/or creative direction within or for the charity sector. We are particularly interested if you have experience in developing content strategies and creative development for fundraising and campaigning initiatives
- Experience and knowledge of voluntary sector organisations.
- Strong communication skills and excellent leadership skills along with a willingness to challenge the status quo.
- Ability to work effectively as a member of a team as well as independently.
- Integrity, good independent judgment and analytical/ evaluation skills.
- A commitment to CLAPA and willingness to devote the necessary time and effort to the charity, and to act as the charity's ambassador to external bodies, charities and companies.
- Think creatively and strategically, exercise good, independent judgement and work effectively as a board member
- Effective communication skills and willingness to participate actively in discussion.
- A strong personal commitment to equality, diversity and inclusion
- Personal empathy for our vision and mission.
- Competent use of IT skills.
- Understanding and acceptance of the legal duties, responsibilities and liabilities of trusteeship.

### Desirable

- Previous experience of influencing and developing an organisational strategy
- Knowledge and understanding of cleft lip and palate and its impact on people born with a cleft and their families
- Experience and knowledge of voluntary sector organisations
- Knowledge and experience of co-production
- Experience of leading on Equality, Diversity and Inclusion at a senior level.

### Terms of Office

1. Trustees will normally hold office for two three-year terms.
2. Usually, a maximum of two terms can be served.
3. This is a voluntary position.



# 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

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 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.



## How to apply

Please complete the online Application Form: [APPLY HERE - APPLICATION FORM](#)

You may request an application form in another format by emailing [info@clapa.com](mailto:info@clapa.com) with 'Brand, Communications and Creative Trustee 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 23rd June, 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 1<sup>st</sup> June 2026

**Interviews:** Between 15<sup>th</sup> - 19<sup>th</sup> June 2026

**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

**All Trustee roles are subject to an enhanced Disclosure and Barring Service (DBS) check.** You will be required to complete a relevant level DBS check in line with CLAPA policy and join the DBS update service.

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 your application is successful. 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.



## Contact

Contact Claire Cunniffe, Chief Executive at [claire.cunniffe@clapa.com](mailto: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

# Thank you for your interest



   @clapacommunity

 [clapa.com](http://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).