



Every smile
tells a story

Recruitment Pack

Policy and Campaigns Manager

Introduction from the Chief Executive

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 Policy and Campaigns Manager to lead on policy and public affairs. This is a brand new role and a shift in direction for the organisation and we need someone who can work independently to establish a new function within this established charity.

We are looking for someone who has significant experience within campaigning and policy work, is self-motivated and able to develop relationships with key decision makers.

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

'Since 1979, CLAPA has been a lifeline for the cleft community, providing essential services, resources, and community networks. However, we are shifting our strategy and mission to go beyond direct support and want to drive systemic change through policy and advocacy efforts.

To strengthen this crucial area, we are now seeking an exceptional Policy and Campaigns Manager to join our team. In this role, you will develop and execute strategic plans to influence relevant legislation, regulations, and government initiatives. By amplifying the voices of the cleft community and forging relationships with policymakers, you will play a vital part in ensuring those affected by cleft conditions receive the care and support they deserve. 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.

Policy and Campaigns Manager

Job Description

Salary: £40,000 per annum

Hours: Full-time, 35 hours per week

Contract Type: Permanent

Reporting to: Chief Executive

Based at: Home-based within the United Kingdom with the ability to easily travel into London for key external meetings.

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
- Bank holidays 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 Policy and Campaigns Manager is responsible for leading on CLAPA's campaigning and policy work across the UK. This is a new direction for CLAPA and a key part of the role will be to develop a clear strategy and action plan to ensure a focused and targeted approach to this area of work.

The post-holder is responsible for ensuring that work is delivered to the highest standard and that the wider staff team and board of trustees are kept informed on progress and development.

Key Tasks

- Lead on the development and delivery of the organisational Policy and Campaigns Strategy
- Embed a positive culture of campaigning across the organisation
- Be curious, engaged and CLAPA's lead advocate of new policy and campaigning developments and activities within the sector
- Develop policy recommendations and write policy and campaign reports
- Proactively keep abreast of current issues and those on the horizon and up-to-date campaigning techniques
- Influence government, the NHS, other decision makers and stakeholders and respond on behalf of CLAPA to government enquiries, consultations or other relevant initiatives
- Establish and maintain effective relationships with civil servants, policy makers, national and local decision makers and other campaigning bodies and build relevant networks of stakeholders
- Engage people affected by cleft in all aspects of work including input into planning and policy development and engagement in campaign actions and events.
- Present CLAPA policies and campaigns through external presentations, publications, articles or briefings for a variety of audiences.
- Represent CLAPA externally including at a senior level to multi-stakeholder meetings, with government departments, at national conferences and to the media.
- Brief colleagues to represent the organisation's position on a range of policy issues

- Work with the fundraising team to help strengthen CLAPA's case for support and work closely with fundraisers to draft funding applications and reports and input into fundraising appeals
- Keep up-to-date with the communications from the Diversity Committee and ensure that all work is delivered 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

- Substantial experience in a policy and campaigning role with a proven experience of using a range of campaigning techniques including social media
- Demonstrated excellence in communication skills, both written and oral in a campaigning/policy context
- Ability to understand and analyse complex information including statistics, research reports, policy guidance and legislation and summarise them in short timeframes for a variety of audiences
- Significant experiences of developing and maintaining effective relationships both internally and externally, including negotiating with organisations or individuals with differing perspectives or agendas
- Experience of representation to senior stakeholders and a range of media including at a national level
- Good knowledge of local and national government and NHS structures and proven experience of influencing them including in relation to legislation and policy
- Ability to manage projects including planning, implementing, overseeing and evaluating multiple projects to meet deadlines and targets
- Experience of successful strategic management within a policy/campaigns role, including the development of a strategy in a complex and changing environment
- Proven experience in leading and accelerating a charity's impact against targets and a KPI framework
- Highly experienced at establishing and retaining significant new partnerships
- Influencing skills – high-end networking and relationship building that delivered for an organisation
- Inspirational leadership, establishing a shared commitment to the vision and values of the organisation to ensure a clear focus on goals and targets
- Proven ability to self-motivate, take the initiative and get things done, both independently and as part of a team

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 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

The Policy and Campaigns Manager is a senior role reporting directly to the Chief Executive. The successful applicant will join us at an exciting time as CLAPA finalises the development of our strategy for 2025 and beyond. This is a pivotal role to enable CLAPA to move into campaigning and policy work and an exciting opportunity to take forward our vision and ambitions.

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 'Policy and Campaigns 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).

If you have not heard from us by 11th November then 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 4th November 2024. We regret that we are unable to consider any applications received after this time.

1st Stage Interviews: Wednesday 13th November

2nd stage interviews: w/c 18th November

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 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.

