

JOB DESCRIPTION

Role :	Engagement & Relationships Manager
Responsible to:	Chief Executive Officer
Hours:	22.5 hours, 3 days per week
Location:	Truro office
Salary Range:	£37,946 FTE, subject to pro rata
Contract:	Fixed to May 2029 (subject to external funding)

Background

Healthwatch Cornwall (HC) is one of 152 local Healthwatch established under the Health and Social Care Act 2012. We exist to ensure people and communities have a strong, independent voice to influence and challenge how health and social care services are planned, delivered, and experienced.

Healthwatch Cornwall is a Community Interest Company (CIC) and acts as a critical friend to commissioners and providers, ensuring decisions are informed by lived experience and lead to meaningful improvement for residents across Cornwall.

Our vision is to inspire positive change in Cornwall's health and social care through effective public engagement and we exist to ensure people and communities have a strong voice to influence and challenge how health and social care services are provided within their area.

Purpose of Role

The Engagement & Relationships Manager is responsible for leading and managing Healthwatch Cornwall's engagement function to ensure delivery against organisational priorities, contractual outputs, KPIs, and statutory responsibilities.

The role combines strategic relationship-building with operational oversight of engagement delivery, ensuring that community engagement activity is planned, coordinated, measurable, evidence-led, and aligned to organisational objectives.

The postholder will lead the Engagement Team to ensure engagement activity delivers meaningful public insight whilst also contributing towards contractual targets, data collection requirements, organisational reporting, and wider system influence.

This role is both outward-facing and operationally accountable, requiring the ability to balance community engagement, stakeholder relationships, performance management, quality assurance, and organisational delivery expectations.

Operational Expectations

This role requires balancing meaningful community engagement with operational delivery expectations. The postholder will be expected to work towards agreed organisational targets, contractual outputs, and KPI requirements alongside relationship-building and engagement activity.

Success within the role will be measured not only through relationship development and visibility within communities, but also through delivery, evidence, consistency, quality, reporting contribution, and organisational impact.

Key Responsibilities

Strategic Engagement & Relationships

- Lead the development and delivery of engagement activity that prioritises relationship-building, trust, and sustained connection with communities and individuals across Cornwall.
- Build and maintain strong relationships with VCSE partners, community organisations, informal networks, and system stakeholders.
- Act as a visible and credible Healthwatch Cornwall presence within communities and multi-agency spaces, representing the organisation's values and purpose.
- Identify and nurture opportunities to strengthen Healthwatch Cornwall's reach, influence, and credibility through engagement and collaboration.
- Identify opportunities where strong relationships and community intelligence can support future projects, collaborative activity, or system investment that benefits residents.

Community Voice & Inclusion

- Ensure engagement approaches are inclusive, ethical, and accessible, with particular attention to under-represented and seldom-heard communities.
- Support the development of engagement activity that values lived experience and enables people to contribute safely, meaningfully, and with confidence.
- Champion trauma-informed, people-first engagement practices across the organisation.

Equality, Diversity & Seldom-Heard Communities

- Proactively identify, reach, and build trusted relationships with seldom-heard, under-represented, and marginalised communities across Cornwall.

- Design and support engagement approaches that reduce barriers to participation, including cultural, language, digital, accessibility, and trust barriers.
- Work with community connectors, grassroots groups, and trusted leaders to ensure engagement is inclusive, ethical, and trauma-informed.
- Ensure that insight from diverse communities is not tokenistic but meaningfully informs organisational priorities, reporting, and system influence.
- Champion equality, diversity, and inclusion in all engagement activity, modelling respectful and inclusive practice.

Insight, Intelligence & Organisational Support

- Identify emerging themes, risks, opportunities, and system issues arising from engagement activity.
- Provide concise insight, intelligence, and briefings to the CEO to support strategic decision-making, reporting, and external dialogue.
- Support the organisation's forward planning and sustainability by contributing engagement-led insight into priorities, positioning, and system conversations.
- This includes contributing engagement-led insight that supports future planning, sustainability, and the continued delivery of impact.

Performance, KPI & Contractual Delivery

- Lead and oversee engagement delivery against organisational KPIs, contractual targets, and agreed performance measures.
- Ensure engagement activity contributes towards required feedback volumes, representation targets, community reach, and evidence gathering requirements.
- Monitor engagement outputs and activity levels across the team to ensure delivery expectations are met.
- Support a culture of accountability, professionalism, and outcome-focused delivery.
- Work collaboratively with the Data & Engagement Coordinator to ensure engagement activity is appropriately evidenced and recorded.
- Contribute towards quarterly and annual reporting requirements through accurate oversight of engagement activity and outcomes.

- Ensure engagement plans align with organisational priorities, issue-report themes, Partnership Board priorities, and contractual expectations.

Internal Collaboration & Alignment

- Promote joined-up working that ensures engagement activity contributes clearly to organisational impact and evidence.
- Work collaboratively with the Data & Engagement Coordinator to ensure engagement activity is operationally coordinated, appropriately recorded, and aligned with organisational reporting requirements.

Sustainability, Development & Future Impact

- Support the Chief Executive Officer to strengthen Healthwatch Cornwall's position during a period of organisational change and transition.
- Contribute to the identification and development of future projects, partnerships, and collaborative opportunities that align with Healthwatch Cornwall's statutory role, values, and independence.
- Build and maintain relationships that support the organisation's ability to continue delivering meaningful public value and impact.
- Provide insight and intelligence that helps inform future planning, investment, and prioritisation.

Leadership & Operational Oversight

- Provide clear leadership, direction, and operational oversight to the Engagement Team.
- Set expectations, priorities, and delivery standards aligned to organisational objectives.
- Monitor workload, engagement activity, visibility, and performance across the team.
- Ensure engagement staff operate professionally, consistently, and in line with organisational values and expectations.
- Support staff wellbeing whilst maintaining accountability for delivery and outcomes.
- Address performance concerns, barriers, or risks proactively and appropriately

Accountability & Communication

- Operate a 'no surprises' approach, escalating risks, issues, or sensitivities early and appropriately.
- Keep the CEO sighted on engagement activity, emerging issues, and external relationships.
- Recognise that final accountability and strategic leadership sit with the CEO; this role supports and enables that leadership.

Reporting Structure

The Engagement & Relationships Manager reports directly to the Chief Executive Officer.

The postholder will have direct line management responsibility for the Engagement Team, providing leadership, support, and supervision to ensure effective and inclusive delivery of engagement activity.

Additional Information

This job description outlines the main responsibilities of the role. The postholder may be required to undertake additional duties commensurate with the role as organisational needs evolve

PERSON SPECIFICATION

Engagement & Relationships Manager		
	Essential	Desirable
Qualifications:	Level 5 or above in Leadership/Management and experience in previous or current engagement roles.	
Leadership	<p>Experience supporting or managing staff within operational or community-facing environments.</p> <p>Ability to provide clear direction, accountability, and oversight.</p>	
Performance & Delivery	<p>Experience working within target-driven, KPI-led, or contractually accountable environments.</p> <p>Ability to manage competing operational priorities whilst maintaining quality and professionalism.</p> <p>Experience coordinating or overseeing delivery against organisational objectives.</p>	
Experience/Knowledge:	Strategic Engagement & Relationships: Demonstrable experience of building and sustaining effective relationships with communities, VCSE organisations, stakeholders, and partners.	

Skills	Insight & Judgement: Ability to identify themes, risks, and opportunities from engagement activity and translate these into clear insight that informs leadership decisions.	
	Communication: Strong verbal and written communication skills, with the ability to brief senior leaders clearly and represent an organisation professionally and credibly.	

Personal Attributes:	<p>Collaboration:</p> <p>Experience of working collaboratively across teams and disciplines to ensure engagement activity contributes to wider organisational objectives.</p>	
	<p>Organisational Awareness:</p> <p>Understanding of how publicly funded, values-led organisations operate, including accountability, independence, and reputation.</p>	Awareness of system-level working across health, social care, and VCSE sectors
	<p>Inclusive Engagement & Diversity</p> <ul style="list-style-type: none"> • Demonstrable experience of engaging with, or working alongside, seldom-heard, under-represented, or marginalised communities, with an understanding of barriers to participation and how to address them sensitively and respectfully. • Experience of supporting organisational sustainability through relationship-building, partnership development, or contributing to future project planning within a publicly funded or values-led environment. 	
	<p>Relational:</p> <p>Builds trust quickly and works comfortably with individuals and groups from diverse backgrounds.</p>	Familiarity with statutory or publicly funded environments.

Strategic & Reflective:

Thinks beyond activity to impact, influence, and long-term out-comes.

Personal Attributes:	<p>Discreet & Trustworthy: Operates with sound judgement, confidentiality, and professionalism when handling sensitive information or relationships.</p>	
	<p>Inclusive & Values-Driven: Demonstrates empathy, respect, and commitment to amplifying diverse voices.</p>	
	<p>Resilient: Able to work with ambiguity, manage competing priorities, and adapt to change.</p>	
	<p>Inclusive & Equity-Focused: Demonstrates a strong commitment to equality, diversity, and inclusion, ensuring that seldom-heard voices are actively prioritised and valued.</p>	
	<p>Stewardship-Focused: Demonstrates a strong sense of responsibility for protecting and strengthening the organisation's future impact, independence, and public value.</p>	<p>Experience of supporting senior leadership with insight, briefings, or intelligence.</p>