

## Role Profile – The What, The Where, The How

POSITION	Involvement and Engagement Co-ordinator		
TEAM	Community Investment Team	LOCATION	Coastline House
VERSION	5	LAST UPDATED	January 2026

### THE PURPOSE OF THIS ROLE IS TO

The Involvement & Engagement Coordinator plays a key role in championing the **Coastline Conversation** – creating meaningful, inclusive and accessible opportunities for customers to have their say, help shape decisions, and make a difference across their communities.

The role ensures that insight from customers directly informs service improvement, strengthens accountability, and contributes to Coastline’s regulatory responsibilities.

## Specific Accountabilities – The Brass Tacks

In the role, day to day, you’ll be responsible for:

### 1. Customer Engagement & Insight

- Plan, promote and deliver a varied programme of engagement activities that reflect community needs and address under-representation.
- Build strong, respectful relationships with customers and communities, capturing insight that informs improvements to Coastline services.
- Ensure all engagement is accessible across neighbourhoods, community venues and digital platforms, with a focus on reaching seldom-heard groups.

### 2. Supporting Involvement Structures

- Enable meaningful customer involvement through groups such as Customer Voice, Scrutiny Reviews, Void Inspectors, Complaint Mentors and Residents Associations.
- Provide practical support to strengthen and sustain tenants’ and residents’ groups.

### 3. Communications & Digital Engagement

- Create clear, engaging content for digital platforms and printed materials, ensuring the Coastline Conversation is visible, accessible and relevant.
- Use data and digital tools to shape activity, monitor participation and evidence outcomes.

### 4. Volunteering & Scrutiny

- Support the delivery of Coastline's accredited volunteering programme, helping volunteers contribute positively to their communities.
- Work with Customer Voice to plan and evidence scrutiny reviews, ensuring recommendations are clearly reported to governance groups.

## 5. Employability & Community Development

- Work with partners and communities to identify training, skills and employability opportunities, enabling access to Your Next Step and other pathways that support progression.
- Deliver targeted initiatives informed by local insight and measured against agreed outcomes.

## 6. Communication & Customer Support

- Promote engagement opportunities, community activity and impact stories across Coastline's communication channels.
- Respond to customer enquiries promptly and professionally, resolving issues or directing customers to the appropriate service.

## 7. Reporting, Data & Continuous Improvement

- Maintain accurate, GDPR-compliant records of engagement, outcomes and social value.
- Contribute to improving systems and processes that support consistent reporting and learning.
- Help embed a customer-focused, insight-driven culture across the organisation.

## 8. Meetings, Representation & Partnership Working

- Represent Coastline at internal and external meetings, community events and partnership activities, including occasional evenings or weekends.

Build strong working relationships with colleagues and external organisations to deliver joined-up support that benefits customers and communities.

## Person Specification – The Who

### PERSONAL SKILLS AND QUALITIES

At Coastline we are more concerned with how you work and what you bring to the role over formal qualifications or criteria. Specifically, what we're looking for is someone who:

- Demonstrates behaviours in accordance with Coastline's values:  
Put our customers first  
Be open, honest and accountable  
Value each other  
Strive to be the best
- Engaging communicator, able to build rapport with customers, create accessible content and present insights to a range of audiences.

- Creative and resourceful, able to develop fresh, inclusive and innovative ways for customers to share their voice.
- Organised, proactive and diligent, able to manage multiple activities, events and engagement programmes simultaneously.
- Digitally confident, able to use digital platforms, social media, online engagement tools and Microsoft applications effectively.
- Reflective and learning-focused, open to feedback and committed to improving services based on customer insight.
- Experience delivering asset-based community development using strength-based approaches, co-creation, collaboration and innovative consultation methods.
- Confident engaging with diverse groups, including those who may be under-represented or seldom heard.
- Experience supporting people to identify barriers to progression and co-create person-centred action plans.
- Understanding of local and national health, social care and voluntary sector support - including current challenges and issues affecting communities.
- Proven success working collaboratively with internal teams and external agencies, building strong and trusted relationships.
- Ability to facilitate joint initiatives that deliver measurable benefits for customers and communities.
- Confident analysing data to plan and target engagement, employability and community initiatives.
- Comfortable using digital tools, CRM systems and reporting platforms to record, track and evaluate activity.
- Has a full driving licence and a satisfactory **enhanced** DBS check;
- Some experience in the following would be an advantage:
  - Experience engaging customers through a variety of consultation techniques, from community events to digital engagement.
  - Understanding of social value and how to capture, evidence and articulate impact.
  - Awareness of the breadth of organisations supporting communities across Cornwall.
  - Experience capturing customer voice and presenting it clearly in written reports, digital content, presentations or case studies.
  - Awareness of the Tenant Satisfaction Measures, consumer standards, scrutiny processes and the National Housing Federation's Together with Tenants approach.
  - Understanding of the role customers play in scrutiny, co-regulation and service improvement.

### General Obligations - For All Of Us

1. Represent the company positively with all external agencies.
2. Service and support the company as requested.
3. Establish, develop and maintain effective working relationships with all work colleagues.
4. Ensure compliance with the company's health and safety policies and procedures.
5. Continually promote equal opportunities and customer care in full compliance with the company's policy and standards.

### REPORTING

Reports to the Community Investment Manager

### CONTACTS

#### Internal

- Board members
- All staff across the Organisation

#### External

- Customers
- Voluntary and community groups and agencies
- Statutory and partnering agencies
- Regulatory bodies and best practice organisations

