



Cornwall Voluntary Sector Forum

VCSE Engagement & Mobilisation Officer – Public Health

November 2020



Reg. Charity No. 1111169

Reg. Company No. 05371203

Letter from our Chief Executive (Helen Boardman)

Dear Candidate,

I had the privilege of joining Cornwall Voluntary Sector Forum (CVSF) on the 23rd March 2020 a date that will forever be etched in my memory as it coincided with day 1 of the UK lock down period. Since I commenced in post, I have been focused primarily on trying to support the mobilisation and coordination of the voluntary, community and social enterprise sector's (VCSE) response to Covid-19.

To effectively provide this support and coordination to the VCSE sector we have developed several alliances across the sector at a strategic, thematic, and local alliance level. Coordinating this sector in this way has enabled us to build our trust and social capital, to pool and align our resources and to share critical intelligence on the issues most prevalent in the pandemic. These alliances have been heralded as a great success by all sectors and so we are working hard to sustain this alliance model going forward.

Over the next 3 years we plan to fulfil two main strategic priorities 1) to provide empowering infrastructure support which will help the sector to help itself and 2) to provide a single point of contact for VCSE collaboration which will help the sector to help one another. Helping the VCSE sector to help itself and to help one another will be the golden thread that runs through all our work at CVSF. To ensure that we can meet these priorities we have formed a thematic infrastructure alliance with so that the provision of infrastructure is far better coordinated and accessible to our beneficiaries.

CVSF is widely recognised as the "third sector system leader" for health and care. This recognition enables us to select and coordinate VCSE advocacy and representation across the public sector so that we can amplify the voice of the voluntary sector, enhance its positive influence, foster collaboration and take joined up positive action.

Going forward, our ambition is to improve the way that the sector is commissioned by the public sector and we are already working hard to do this with our main funder and strategic partner Cornwall Council. Together we believe that better coordination of the VCSE sector will result in better outcomes and a greater social impact.

Personally, I am extremely excited about what the future holds not only for CVSF but for the VCSE sector in Cornwall. We are exceptionally proud of the contribution the sector makes to improving the quality of life for our residents and visitors and for the contribution they make to our local communities to ensure that they are safe, strong, and prosperous. We are proud to help them to realise their values such as generosity, kindness, compassion, and fairness. Values that we also operate from.

There has never been a better time to join us at CVSF because we know that although "one person can go fast; a group can go far." As a society, we all must go further than we thought to recoup and replace what we have lost to this pandemic. Together we are stronger; by combining our insight, skills, and abilities with yours we stand a far better chance of providing Cornwall's VCSE organisations with what they will need to bounce forward in the future.

Yours sincerely,

Helen Boardman

CEO





About us

Cornwall VSF was formed in 1992 when a small group of people came together to discuss issues for the sector in Cornwall. Since then, our membership has steadily grown and we now have members from the voluntary, community and social enterprise (VCSE) across Cornwall. Our members provide a vast range of services, including commissioned public services, for the communities of Cornwall. We are the voice of VCSE organisations in Cornwall and the Isles of Scilly; our aim is to work with others to create a thriving and effective voluntary sector. Membership is free and is open to any VCSE organisation based in or working in Cornwall and the Isles of Scilly. Members give us our mandate by shaping the direction of the charity at our AGM and by electing our Trustees. Cornwall VSF speaks as the independent voice of our members on a variety of important issues. We aim to effect positive change for the voluntary sector by focusing our lobbying efforts on elected officials and public sector bodies such as the NHS and Cornwall Council. A current focus is highlighting contradictions between government policies, for examples austerity measures, and the reality for VCSE organisations on the ground. We act independently and are not associated or affiliated with any other organisations, except the three sector umbrella bodies South West Forum, NAVCA and NCVO.

What we do

Partnership working: Cornwall VSF links with the business and public sectors to ensure the VCSE sector has a voice. We work closely with commissioners in the Council and the NHS to make sure the services they commission are meeting people's needs. Cornwall VSF is also a member of the Cornwall Executive Group, made up of the chief executives of key public sector organisations.

Lobbying: Through our new quarterly survey, events and forums, we are able to pick up on the issues affecting the VCSE sector in Cornwall right now. We raise these with local councillors, MPs and the media to highlight the difference you make every day and the challenges you face.

Communication: We send regular e-newsletters to members with relevant information and updates for VCSE organisations of every size and interest. We also share news from our members through this vital resource and via our social media outlets.

Events: We organise events and conferences to keep people up to speed on the latest developments they need to know. These include workshops, training and networking opportunities.

Member services: We provide support with specialist recruitment advertising, business and governance reviews, communication and marketing services with reduced associated costs.

How we will work in the future:

For over 25 years Cornwall VSF has helped and worked with many small and medium sized groups and charities across Cornwall. People who want to make a difference to other people. People who want to improve wellness and health, environment, employment, housing, rural isolation and the list goes on and on. Many thousands of volunteers and over 4000 groups are involved. All of this work is supported by donations, fundraising and not least support from the Council, from Health from the Police, from Environmental agencies and others.

But times are changing. Funding is changing. The way that charities need support is changing. What isn't changing or improving fast enough is the need in our communities.

Cornwall VSF has to change now to work in a different way in the future; we have to be more active; to be more creative; to work with more people like employers, local groups in your village or town.

- We want to be leaders in building relationships and joining people together to build the places and communities they live in
- We want to start a new type of conversation (not telling but asking and listening)
- We want to help connect people and interconnect ideas to motivate and create something new

How will we do that? By using **VICA** (Voices, Influences, Collaboration and Actions) our touchstone for the way we work to connect people and places.

V for Voices

- We want to hear the voice and voices of many groups and individuals
- We want to collect the views of groups in the same area or interest and take those views to any of the statutory services and anyone or any group who can work with us to find a solution
- We want to listen to the ideas from the Council, Health, and many others and let you know what these mean for your passion and your community

I for Influences

- Our approach will be based on beneficiaries first, integrity, openness and right to be safe (NCVO 2019)
- We will work hard to build a culture of trust with everyone
- We will be the 'honest broker' favouring no one group and supporting all equally
- From a position of trust, we will be strong advocates and partners both locally and nationally

C is for Collaborations

- We will make sure that groups and charities and individuals get the best from each other by respectful co-operation rather than competition
- We will bring people together and encourage partnerships with a purpose in localities or to address key issues
- With your help we will identify barriers to progress and work to reduce their impact
- We will have difficult conversations with those who try to block or impede your progress

A is for Actions

- We will challenge people and organisations wherever and whenever it is right and needed
- We will build support in places and communities and take your messages to those who decide
- We will work with groups and organisations to try and remove duplication or competition
- We will be an 'enabler' and help you to 'dial up the good in our society'



All of this will happen

- By harnessing the energy, enthusiasm and commitment of thousands of people across the County
- With individuals each making a small difference and collectively the impact will be enormous
- To support people and communities in need so they see and feel a difference
- As we extend our reach across the County with hundreds of groups

This will be accomplished by:

- Creating the opportunity for connection using a range of different locations, timings and mediums
- Building trust
- Ensuring a seat at the table for organisations regardless of size
- Delivering on promises
- Working proactively to ensure that positivity emerges from perceived negativity by:
 - Turning lack of coordination into valued and positive integrated activity
 - Transforming confusion into clarity
 - Challenging any perception of waste and duplication into a perception of abundance and plenty
 - Translating talk into action



Role Profile

Role title	VCSE Engagement and Mobilisation Officer - Public Health
Salary	£32,000 – full time
Reports to	Chief Executive
Place of work	Home based, with meetings in Cornish communities and attendance at meetings and events, where required

Role purpose

Cornwall Voluntary Sector Forum (CVSF) are looking to recruit a highly motivated and experienced voluntary, community, and social enterprise (VCSE) sector engagement and mobilisation officer to help them to build productive relationships with public health partners and stakeholders to achieve shared priorities through the Covid-19 pandemic.

The postholder will help to harness capacity within the VCSE sector; help to provide community support for those who are vulnerable, hard to reach and most at risk of being affected by Covid-19 such as BAME individuals and rough sleepers. The postholder will support the sector to mobilise in response to outbreaks and mitigate the health and wellbeing impacts in our communities. The post will also contribute to Covid-19 recovery objectives and addressing public health priorities and outcomes.

Continuation of this 12-month role will be subject to successful fundraising efforts.

Key Duties and Responsibilities:

- To act as a single point of contact for Public Health and Stakeholders to ensure that the VCSE sector is mobilised to engage in achieving public health priorities for those who are most at risk of being adversely impacted by Covid-19.
- Ensure that Public Health intelligence and communication is effectively translated and disseminated to VCSE organisations who are working with vulnerable individuals, groups and communities so they can respond quickly and effectively to needs.
- Ensure that Public Health and Stakeholders are informed and advised on the best methods of engagement with the VCSE sector, so they stand the best chance of achieving their priorities.
- Provide timely advice, and support to VCSE organisations to enable them to be adaptable, agile, and responsive to the health and care needs of individuals and communities so that we can maximise early intervention and prevention.



- Broker and sustain positive and productive VCSE working groups and mobilise initiatives which help to meet the health care needs of individuals and communities.
- Engage with vulnerable and at-risk communities to ensure that they are actively involved wherever possible in the co-design and co-production of Public Health publicity, campaigns, and interventions.
- Work closely with the Communications Officer to ensure Public Health intelligence is translated in an easy-to-read format tailored to a diverse range of VCSE stakeholders.
- Support Public Health in its volunteer recruitment and mobilisation of campaigns such as the Flu Vaccination Campaign and Covid-19 Vaccination Campaign etc.

Person Specification – Skills and Attributes

- Demonstrate a good understanding of Public Health legislation, policy, and practice.
- Have a proven track record of working with a diverse range of stakeholders, partners to achieve shared objectives.
- Demonstrate an ability to influence, facilitate, engage, and liaise with a diverse range of stakeholders to achieve positive outcomes for vulnerable individuals and groups.
- Communicate effectively, showing excellent listening, interpersonal skills, and emotional intelligence.
- Have a proven track record in community engagement, especially with hard to engage and disaffected groups.
- Possess safeguarding knowledge and experience and a commitment to equality and diversity.
- Demonstrate a proven track record of developing and maintaining productive partnerships with people at all levels of authority.
- Demonstrate an ability to translate information into various mediums which are accessible to diverse audiences, which will help inform them of their options.
- Possess local placed based knowledge of hard to reach, vulnerable and disadvantaged communities including communities of interest.



Other Requirements

- Any other duties as reasonably required by line management.
- The normal duties of the role may involve travel on a regular or occasional basis. It is a condition of employment that the role holder can exercise satisfactory travel mobility in order to fulfil the obligations of the role. For those journeys where an alternative form of transport is unavailable or impracticable the role holder will be required to provide a suitable vehicle
- To be familiar with all relevant Health and Safety, operational, personnel, customer care, Data Protection, and financial procedures, ensuring that all statutory obligations are complied with, especially in relation to licensing laws and first aid.
- A satisfactory full DBS check (This can be applied for on appointment)

*This job description is not intended to be exhaustive. The post-holder will be expected to adopt a flexible attitude to the duties which may have to be varied (after discussion with the post-holder) subject to the needs of the organisation, and in keeping with the general profile of the post.

Our Values:

CVSF is underpinned by the following values. We expect our Board, CEO and staff to demonstrate our values and lead by example to encourage the sector to adopt these behaviours:

- Authenticity
- Trusting
- Engagement
- Clarity
- Challenge



How to Apply

The closing date for applications is midday Thursday 10th December. In order to apply, please submit a CV supported by a covering letter of no more than 3 sides of A4 outlining your motivation for applying and highlighting how your skills, knowledge and experience meet the requirements of the role, as set out in the brief.

Applications should be sent to anna@publicleadersappointments.com with reference CVSF/M&E.

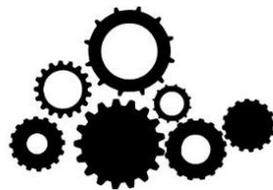
For a confidential conversation about the opportunity, please contact our Chief Executive Helen Boardman; ceo@cornwallvsf.org or Trustee Anna Jay; anna@publicleadersappointments.com

Cornwall VSF recognises the positive value of diversity, promotes equality and challenges discrimination. Our aim is to become a truly inclusive charity with a Board, workforce and audience as diverse as the community organisations that we represent. This is fundamental to our future success and our ability to continue to contribute to the voluntary sector and society across Cornwall. We treat all job applications equally, regardless of age, disability, gender identity or gender expression, race, ethnicity, religion or belief, sex, sexual orientation or any other equality characteristic.

Timetable

Closing Date for Applications: midday Thursday 10th December

Formal interview: Monday 14th December



**PUBLIC LEADERS
APPOINTMENTS**