

United Way of Roanoke Valley

Job Title: Community Resource Hub Coordinator
Department: Community Impact
Reports to: Director, Family Health Strategies
Status: Full Time, Exempt
Date: June 2022

Organization: The mission of United Way of Roanoke Valley is to improve lives by mobilizing the caring power of people in our community. By leading important initiatives and making strategic investments in health and human service partners, we work toward our goal of positively and sustainably changing community conditions.

Please visit www.uwr.org to learn more about United Way of Roanoke Valley.

Summary: The Community Resource Hub Coordinator (CRHC) is United Way's lead staff overseeing the Community Resource Hub (Hub) and supporting the network of Community Health Workers (CHW) in our region. The Hub and CHWs are foundational to UWRV's family-focused, and client-driven, care coordination approach. This position also works in partnership with the Steering Committee and partners in the implementation of Black Father Family Initiative (BFFI) activities. In collaboration with staff and volunteer teams, this position develops, implements and monitors progress of assigned projects to create a measurable impact on indicators that contribute to the achievement of the UWRV's goal to "elevate 10,000 families to self-sufficiency by 2030."

The CHRC supports budget development, and is responsible for monitoring, implementation, reporting and compliance related to all aspects of the Hub, BFFI and other related grants and initiatives. They participate and at times may be asked to coordinate grant development efforts with the team.

The CRHC must believe and exemplify United Way of Roanoke Valley's mission, vision and values.

Commitment to equity, diversity & inclusion

We take the broadest possible view of diversity.

We value the visible and invisible qualities that make you who you are.

We welcome that every person brings a unique perspective and experience to advance our mission and progress our fight for the health, education, and financial stability of every person in every community.

We believe that each United Way community member, donor, volunteer, advocate, and employee must have equal access to solving community problems.

We strive to include diversity, equity, and inclusion practices at the center of our daily work.

We commit to using these practices for our business and our communities.

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Cultural Competence: The CRHC adapts a lens of cultural competency that conveys empathy, support, and an understanding of the people they work with both internally and externally, engage with, and the people they serve. This competency helps to build trust and effective engagement, build stronger relationships, expand our organization's reach, and more effectively and respectfully engage with people regardless of background.

Core Competencies are characteristics that all employees are expected to exhibit as a member of the UWRV team. For complete details that include attributes and behaviors please see the United Way Core Competencies Checklist in the shared Human Resources Network Folder. These include:

- **Mission Focused:** The top priority is creating real social change that leads to better lives and healthier communities.
- **Relationship Oriented:** Understands that people come before process and is astute in cultivating and managing relationships toward a common goal.
- **Collaborator:** Understands the roles and contributions of all sectors of the community and can mobilize resources (financial and human) through meaningful engagement.
- **Results Driven:** Dedicated to shared and measurable goals for the common good; creating, resourcing, scaling and leveraging strategies and innovations for broad investment and impact.
- **Brand Steward:** Understands his/her role in growing and protecting the reputation and results of the organization, and thus, the greater network.

Additionally, team members in leadership roles should exhibit the following competencies:

- **Talent Management & People Development:** Fosters a work culture that receives and provides constant feedback to help develop a highly functioning, effective, collaborative team, while demanding high performance and results aligned to our mission.
- **Business Acumen & Strategic Direction:** Understands the United Way network, the community we serve, and our business environment and is able to align resources effectively to contribute to helping the organization grow resources and capacity.
- **Operational Planning & Execution:** Is effective at collaborating cross-functionally to establish effect and efficient processes that align their team's priorities with the greater organizational goals, strategy and mission, and inspires and motivates internal and external stakeholders.
- **Outward Turning:** Effective, visible, attentive spokesperson who develops strategic relationships within the community, seeks opportunities both inside and outside the network to build skills and knowledge which can challenge the organization to reach our potential, while establishing themselves as a leader on critical issues and solutions affecting the community.

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- **Drive for Stakeholder Success:** Results driven to maximize social change and enhance the quality of life in our community by proactively working in alignment across all functions of the organization to advance our mission, meet impact and revenue goals, and demonstrating a strong commitment to creating value for stakeholders, in order to achieve organizational success.
- **Effective Communication:** Skilled and passionate communicators who articulate our message in a way that inspires other to act in service to the organization and community; and, promotes and sells ideas persuasively, in order to shape the opinions of key stakeholders and promote and project a positive image of the organization.
- **Adaptability and Change Management:** champion and facilitate change to ensure long-term community sustainability by adapting successfully to changing needs while maintaining positive relationships with internal and external constituents.
- **Cross-Functional Capability and Collaboration:** Effectively works cross-functionally using a team-oriented mindset and approach to collaborate for results based on knowledge of current conditions and future trends both internally and externally.

Additionally, members of the community impact team should exhibit the following competencies:

- **Strategic Community Collaboration:** Engages diverse stakeholders to accurately and effectively assess community needs and, with credibility, authenticity and humility, strategically guide work that contributes to the community's priorities while influencing and inspiring community leaders to partner with United Way to create and implement programs that serve and add value to the community.
- **Deep Community Expertise:** Expert on community issues and challenges with knowledge of data trends, research, environment and community stakeholders which allows for proactively identifying and addressing complex issues by providing leadership in gathering and using data to drive strategy development and implementation within the impact area of focus to drive collective community outcomes and achieves results.
- **Product Development and Implementation:** Understands the community and the philanthropic interests of donors and investors and can identify community strategies to connect the interests of donors to solutions and products that meet the community's needs.
- **Donor Influence:** Understands donors and supports year-round relationship management to attract and sustain resources (financial, volunteer and advocacy).
- **Volunteer Engagement:** Works to build organizational capacity through volunteer collaboration and to develop high-impact, meaningful volunteer opportunities that increase revenue, impact, outcomes, and influence.

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- **Advocacy and Public Policy:** Champions and facilitates change to ensure long-term community sustainability. The CRHC adapts successfully to changing needs while maintaining positive relationships both internally and externally.

Key Accountabilities include the following:

1. Provide efficient, timely and accurate administrative and operational management of the Community Resource Hub (Hub), Black Father Family Initiative (BFFI), and other related grants and initiatives.
2. Provide leadership in the implementation of goals and strategies specific to the Hub, BFFI, and other assigned programs; and engage partners and volunteers relevant to the work
3. Develop a body of knowledge on UWRV's impact work and support relevant external partnerships
4. Ensure all project outcomes and work plan responsibilities are met
5. Supervise staff and manage consultants necessary for the effective implementation of assigned work

Essential Duties and Responsibilities include the following:

Administration and Financial Management

- Work directly with United Way of Roanoke Valley's Finance Team and the fiscal agents of grant-funded activities to track revenue, expenses, in-kind contributions, invoices and reimbursements specific to the Hub, BFFI and other assigned projects
- Serve as the liaison between Unite Us and the Hub, and partner organizations to ensure usage of the system for tracking and reporting
- Lead data collection and regularly report on the progress and outcomes of assigned projects
- Serve as the lead staff supporting assigned initiative steering committees, work groups, etc.
- When applicable, serve as the internal resource/issue expert and spokesperson on the Hub, BFFI, and related projects.

Cross-Departmental and Community Collaborations

- Represent the Hub and BFFI in external community collaborative efforts that are aligned or have the potential to further United Way's goals.
- Help identify potential funding sources, and coordinate efforts with Resource Development (RD) and other Community Impact (CI) staff related to pursuing funding relationships, and developing successful grant proposals. Has primary responsibility for grant development, acquisition, and reporting and compliance related to Hub, BFFI, etc.
- Work effectively with RD and Marketing teams to develop messages that communicate impact (through stories, data and statistics, etc.) to donors, stakeholders and the larger community, utilizing various media.

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- Maintain and distribute Hub, BFFI information (participate in events, announcements, trainings) via email, website, social media, and other platforms, as needed.

Program Development and Implementation

- Create work plans and timelines to guide the implementation of assigned work. Monitor, evaluate and recalibrate plans seeking input from internal staff, volunteers and partners, when necessary.
- Convene and facilitate bi-weekly meetings with CHWs and their supervisors to foster a network of support for care coordination across the region, coordinate initial and ongoing trainings and provide ongoing professional development to maintain quality assurance measures.
- Coordinate training and other supports for CHWs and partner organizations to ensure effective and timely usage of Unite Us for tracking and reporting.
- Understands key measures for improving family stability and drives the process to achieve those results in the assigned projects. Establishes measurable goals in line with desired outcomes and tracks results. With data tracking partners, the CRHC evaluates results and strives to continuously improve outcomes for the community.
- In partnership with FHS Director, engage and solicit ongoing feedback from Hub partner organizations, CHW placement sites, and clients. Utilize data the gathered to drive continuous improvement.
- Gathers, interprets and uses relevant data to drive strategy development, makes decisions, and drives for results. Researches best practice and evidence-based models and transfers this knowledge to help the organization and its partners implement strong programs. Identifies and implements new ways of conducting business to enhance effectiveness and efficiency. Coaches and supports staff and partners to do the same. Uses evaluation data to build support for the work.
- Support FHS, other CI initiatives, and general UW activities, as needed, supporting the alignment of efforts across teams, and the maximization of internal resources.

Other duties as assigned.

Supervisory Responsibilities: Supervises applicable initiative staff, volunteers, partners, and interns. Gives constructive feedback, coaches and mentors to achieve high performance and results. Ensure all training and professional development requirements are met by staff and partners relevant to assigned programs.

Education and/or Experience:

- Bachelor's degree in Healthcare, Education, Human Service or related field. Master's degree preferred.
- At least 3 years of experience in program management and oversight with increasingly complex administrative, supervisory, and strategic and tactical planning responsibilities.

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- Experience building community relationships; developing, managing and nurturing volunteers and partners; and leading community planning and coalition efforts preferred.
- Knowledge of and experience implementing DEI efforts and/or equity-focused programming

Language Skills: Ability to read, analyze and interpret data for practical application. Ability to write reports and business correspondence. Ability to present information to and respond to questions from groups of diverse individuals. Ability to document and communicate information to an audience.

Computer and Analytic Skills: Proficiency in Microsoft Office suite programs. Comfortable using databases, social media, and web-based tools/applications.

Licenses: Valid Virginia Driver's License

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit, talk and/or hear. The employee is frequently required to use finger and hand motion and occasionally required to stand walk and reach with hands and arms. The employee must frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, depth perception and ability to adjust focus.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Employee works in a normal office environment under moderate heat and noise levels with varied occasions of in-the-field activities within the Roanoke Valley.

Statements in this Position Description are intended to describe the general nature of the work being performed. They are not intended to be a complete list of all responsibilities, duties and skills required for the position. UWRV offers excellent benefits, a great work environment and is an equal opportunity employer.