



United Way
of South Hampton Roads

We bring people and resources together to solve problems too big for any of us to solve alone.

**UNITED WAY OF SOUTH HAMPTON ROADS
Director, Education - Virginia Beach**

Title:	Director of Education – Virginia Beach (\$60,000-\$70,000)
Department:	Community Impact
Report To:	Vice President, Community Impact
Date Created:	October 2022

Why Work for United Way:

Do you want to leave work every day knowing that you made an impact? At United Way of South Hampton Roads (UWSHR), you'll work in a fun and supportive environment where every day is a new opportunity to make a difference. If you talk to our employees, the single trait we all have in common is passion. We work hard because we love what we do and we know how much our community needs us. Plus, we offer excellent benefits and opportunities for advancement. If you want to be great while doing good, join the United Way team.

Objectives & Expectations:

The United Way improves lives by mobilizing the caring power of communities to advance the common good to help all residents thrive and live the best version of themselves. We all benefit when a child succeeds in school, when someone finds a job that sustains a family, or when more people get quality, affordable healthcare. United Way endeavors to drive measurable impact by focusing and accelerating our current agenda centered around economic mobility, education, and health initiatives while remaining responsive to community needs with flexibility to respond to critical needs and crises.

The Director of Education, Virginia Beach, will provide leadership and strategic direction to create a vision for all educational activities for United Way of South Hampton Roads (UWSHR) including United for Children (UFC), the primary platform for delivering programs and services to youth in the community. 22,000 children live in extreme poverty throughout South Hampton Roads. Through United for Children, we are working together to advance integrated individual, family, neighborhood, and school interventions intended to break the cycle of poverty in our community.

United Way of South Hampton Roads is the backbone organization for UFC under a collective impact model. The role will lead the engagement of diverse stakeholder groups that guide vision and strategy, support aligned activities and shared measurements, build public will and community engagement, advance policy, and mobilize funding to support initiatives, goals, and objectives. The Director will also oversee initiatives geared toward advancing equity and promoting diversity in underrepresented educational programs and community advisory roles.

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.

Cultural Competence: The Director of Education, Virginia Beach adapts a lens of cultural competency that conveys empathy, support, and an understanding of the people they work with both internally and



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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 UWSHR 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.

Key Accountabilities include the following:

1. Provide leadership and strategic direction to direct reports including goal setting, performance evaluation, career development, and guidance in their field of work.
2. Lead and coordinate all collective impact committees, workgroups, volunteers, and activities to drive transformational change in the City of Virginia Beach.
3. Collaborate with community partners to implement UFC strategies for achieving community- level results to assure that every child within the UFC service area is healthy, successful in school, and achieves post-secondary education or training sufficient to be financially stable.
4. Work cross-functionally with UW Resource Development and Marketing teams to develop and communicate compelling messages to collaborating partners, and to the larger community utilizing various media.

Essential Duties and Responsibilities include the following:

Administrative & Financial:

- Coordinates, gathers, and support internal staff and consultants when needed to develop successful proposals as investment opportunities.
- Create, read, and understand budgets and other financial reports, including drawing conclusions regarding the financial impact of product/program development and implementation.
 - Support reporting requirements for funders cross-functionally with CI, RD, and Operations to ensure timely and accurate reporting
- Identify advocacy priorities based on community needs and local, state, and national resources
 - Coordinates opportunities for self and staff to engage with stakeholders



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- Monitors advocacy efforts in an ongoing basis and pivot when strategies when needed.
- Function as a trusted advisor to the VP of Community Impact in helping to guide strategic direction for community investments and the creation of programs and services.

Community Collaboration

- Represent UWSHR at external events and ensure collaborative community relationships, as needed.
- Work collaboratively with peers, lead volunteer chairs, and advisory council members to create a vision and strategy for the creation of educational programs and services to drive transformational change in the community.
- Maintain a working knowledge of significant developments and trends in the education field both inside and outside the United Way network
- Develop a system for collaboration and communication with agencies, committees, and workgroups to advance a shared agenda that will drive positive change in the community.
- Work closely with UFC volunteer chair to build effective partnerships with community stakeholders to create successful pathways for children from cradle to career.
- Facilitate community conversations with internal and external stakeholders to breakdown complex problems and situations, develop strategies, and create solutions.
- Structure and communicate clear and appropriate roles for internal and external resources to support the design, delivery, and evaluation of initiatives in the Community.
- Identify advocacy priorities based on community needs and local, state, and national resources
 - Coordinates opportunities for self and staff to engage with stakeholders
 - Monitors advocacy efforts in an ongoing basis and pivot when strategies when needed.

Data, Research & Reporting

- Advance agencies' capacity to measure results as well as the United Way's ability to document and communicate shared measures in the education and health pillar as related to children and youth.
- Assist with the collection of financial status and data to support reporting requirements as related to grant funded requirements.
- Understands, analyzes, and uses community and social data to create effective community solutions; Asks insightful and provocative questions regarding community needs, resources, and values.
- Establish and maintain a UFC data management infrastructure that collects, manages, and reports data effectively, in addition to identifying core measurable outcomes for agencies awarded grants.
- Create metrics to assess performance of programs and gauge their effectiveness in uplifting the community.

Program Development & Implementation



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- Provides effective leadership to team peers and team members through one-on-one's, team meetings, expectation setting, regular feedback, performance management and cascading communications.
- Based on strategically relevant data, seeks to create efficiencies for current products and Initiatives, as well as products and services that are new and useful.
- Continuously monitors and evaluate progress based on goals and recalibrates when necessary; Brings people together to successfully execute tasks.
- Works inclusively with individuals (target populations, residents, and other non-institutional partners), networks, and organizations to explore shared interests and creates and acts on common goals, priorities, and visions; Influences shared goals.
- Provide leadership and oversight for all grants in the education space awarded to UWSHR to insure the most impactful delivery focused on uplifting the community.

Marketing and Resource Development and Outreach

- Explains data for RD and MKTG professionals to turn into stories, reports, and powerful messages to engage donors. Anticipates risks and creates solutions and plans to effectively manage the issues.
- Participates in campaign and donor engagement by presenting and going on donor visits with RD professionals; Provides return on investment information for donors that is clearly articulated and succinct.
- Actively participates in projects, special events, cross-functional teams, or workgroups that support the work of the entire organization.
- Engage UWSHR staff and volunteers to achieve goals related to programming, funding, fundraising, and communications.
- **Other duties as assigned.**

Key Skills Requirements:

- Bachelor's Degree in related field required; Master's Degree preferred. Knowledge of public education and creating trusting relationships or credibility within that sector.
- Inclusive leader who builds trust and can facilitate individuals and groups to collaborate effectively.
- Project Management, specifically the ability to manage across staff and groups to lead and manage people to clear results, metrics, and timelines, including the ability to problem-solve, prioritize, delegate, and create systems and processes.
- 3-5 years relevant experience, including: early childhood and positive youth development; K-12 educational and Out-of-School Time programs; and strategic planning, collaborative program development, and evaluation.
- Familiarity with asset-based approaches to community development, volunteerism, and corporate philanthropy.
- Demonstrated experience with group facilitation and working with and managing staff and/or volunteers to plan and implement community-based initiatives with specific deliverables and demonstrable outcomes. This includes an ability to inspire, organize, convene, and lead groups, build consensus, and collaborate with diverse stakeholders.
- Experience in collective impact and working with low-income communities and other diverse groups, with the ability to build and sustain productive relationships with diverse individuals, groups, organizations, and communities.



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- Excellent analytical ability and superior critical thinking skills.
- Excellent communication, interpersonal, listening, writing, and facilitation skills.
- Ability to take concepts from initiation to completion with minimal supervision.
- Microsoft Office skills and experience required.

Work Demands & Environment:

- Ability to stoop, lift, finger – for example pick, pinch, or type and grasp
- Ability to clearly and concisely express and exchange detailed information and ideas to others accurately via spoken word
- Exerting up to 20 of force occasionally and/or a negligible amount of force frequently to lift, carry, push, pull or otherwise move objects
- Ability to inspect and analyze figures, accounting items, written materials, newsprint, computer terminal characters, transcription, and other similar objects at distances generally close to the eyes.
- The worker is subject to a variety of inside environmental conditions that may occur in an office, a private home, or elsewhere in the community including temperature variations, unpleasant odors, and potential allergens
- Although inside work is the rule, it is required that the individual be able to travel and may be exposed to a variety of weather conditions

Interested? Please send your cover letter and resume to humanresources@unitedwayshr.org. We will continue accepting applications until the position is filled.

United Way of South Hampton Roads is an Equal Opportunity Employer. In order to provide equal employment and advancement opportunities to all individuals, employment decisions at UWSHR will be based on merit, qualifications, and abilities. UWSHR does not discriminate in employment opportunities or practices on the basis of race, color, religion, sex, national origin, age, disability, sexual orientation, gender identity, veteran status or genetics. Please Note: Requirements, skills, and abilities described above are representative of those that must be met by an employee to successfully perform the essential functions of this position with or without reasonable accommodation. In no instance, however, should the duties, responsibilities, and requirements be interpreted as all-inclusive.