



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
Manager, Community Impact**

Title:	Director, Equity and Engagement
Department:	Community Impact
Report To:	Vice President, Community Impact
Date Created:	June 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 Director of Equity & Engagement is a critical position for the implementation of United Way of South Hampton Roads' (UWSHR) strategic plan by focusing our efforts to promote equity and championing our impact agenda. This role will be externally focused, acting as a public face of UWSHR to build thought-leadership, garner respect, drive awareness and establish a strong presence. The Director will also engage a variety of regional stakeholders and community partners to learn about current practices and plans. The Director of Equity & Engagement will work closely with the Senior Leadership Team to align initiatives, programs, and partnerships with the knowledge of DEI resources, initiatives, and needs.

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 Manager of CI 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.



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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. Translate strategy into a tactical plan with clear actions, accountability, and goals to promote best in class equitable DEI practices.
2. Partner with Senior Leadership Team to integrate diversity and inclusion into core decisions through recruitment, performance management, leadership development, employee engagement and retention.
3. Develop training opportunities to educate employees and managers on how to recognize, accommodate and appreciate individual differences and how these can be bridged back to assist in meeting the business plan.
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
5. Oversee external partnerships, memberships and networking relationships. Responsible for outreach relationships with diversity related organizations.

Essential Duties and Responsibilities include the following:

Administrative:

- Develop and document key equity, diversity and inclusion strategies to support internal initiatives and programs, in support of the goals of the organization.
- Perform special assignments and other work, on an as-needed basis.
- Coordinates and contributes to high profile events with timelines that range from weeks to months in advance.
- Manage and support all aspects of the AALS leadership council to include conducting meetings, preparing minutes and reports, and board preparation for the chair



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- Inputting into CRM accurate donor information, all external meetings, follow-up notes, important communications and all opportunities

Community Collaboration

- Participate in important external business and cultural diversity, equity and inclusion activities and events consistent with UWSHR's outreach and corporate responsibilities initiatives
- Develop and maintain knowledge base on current emerging social trends, community concerns, and political and service delivery issues in the communities we serve
- Collaborate with stakeholders to lead, assess, develop, implement measure, and continuously improve key initiatives/programs to achieve cultural diversity, racial equity, and inclusion objectives.
- Collaborate and serve as lead on a variety of team project assignments that will positively impact the building of inclusive communities throughout the United Way network. Makes recommendations to solve highly complex problems requiring research and information from multiple sources or advanced knowledge in a thorough and timely manner. Provides analysis and interpretation of widely varying situations. Achieves resolution through unique approaches and/or reference to a variety of policies, precedents, and past practices.

Data, Research & Reporting

- Advance agencies' capacity to measure results as well as the United Way's ability to document and communicate shared measures.
- Take a lead role in ensuring the effective and accurate collection of data, and helping to streamline organizational reporting processes on a continuous basis.
- Assist with the collection of financial status and data to support reporting requirements as related to grant funded requirements.
- Makes recommendations to solve highly complex problems requiring research and information from multiple sources or advanced knowledge in a thorough and timely manner.
- Provides analysis and interpretation of widely varying situations. Achieves resolution through unique approaches and/or reference to a variety of policies, precedents, and past practices.

Program Development & Implementation

- Oversight and Coordination of Project Inclusion
- Provide program oversight to AALS STEM Scholarships, including:
 - Supervision of AALS STEM Scholarship Manager
 - Monitor process for applications
 - Maintain records of applications



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- Monitor program goals and quality assurances to support ongoing development of the scholarship program.
- Work cross functionally with RD and CI to promote AALS STEM Scholarships
- Leverage and Promote additional resources ensuring the sustainability of the AALS Scholarship Program.

Marketing and Resource Development and Outreach

- Provide leadership in the nonprofit sector and serve as a public face and key spokesperson for UWSHR, represent the organization with credibility and compassion, and clearly communicate its vision and value proposition
- Internalize, communicate, and further UWSHR's community impact agenda by establishing critical connections, building relationships with community stakeholders, listening to and prioritizing the needs of our community, and harnessing community resources
- Identify partnerships and strategic alliances that add value and leverage resources available to support the community
- Act as an advocate, educating the public on critical issues impacting our community
- Plan and execute AALS engagement/recruitment events
- Identify AALS champions at top accounts & work w/ them to increase membership & engagement
- Promote AALS and its membership benefits to UWSHR nonprofit agencies and partners
- **Other duties as assigned.**

Key Skills Requirements:

- Bachelor's Degree in related field required; Master's Degree in community planning, public administration or public policy preferred.
- 10+ years of experience in human service planning, cross system issues, resource management, programmatic evaluation, advocacy and/or public policy.
- Demonstrate success in community building and implementation of community-based initiatives, collaborating with and convening multiple, diverse community partners in efforts that produce specific deliverable and measurable outcomes.
- Project management skills with the ability to problem-solve, prioritize, and create systems and processes
- Excellent analytical ability and superior problem-solving 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



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- 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.