



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, Health Equity**

<b>Title:</b>	Director, Health Equity
<b>Department:</b>	Community Impact
<b>Report To:</b>	Vice President, Community Impact
<b>Date Created:</b>	August 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:**

United Way improves lives by mobilizing the caring power of communities to advance the common good and to help all residents thrive. 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 Health Equity will improve community health through programs by addressing Social Determinants of Health. Health affects individuals and families at all stages of life and is the foundation for successful education and employment. The Director will work cross-functionally within the Community Impact Department to reduce barriers within the ALICE (Asset-Limited, Income-Constrained, Employed) population to increase access to health services and resources. The Director will partner with the regional health system to support the Community Health Needs Assessment, to address community wide efforts centered on health issues to create a culture of wellness in Greater Hampton Roads. The ideal candidate will be an action-oriented self-starter who can take an idea and flesh out the details, driven by a passion for social innovation and increasing access to resources for underrepresented populations.

**Commitment to diversity, equity & 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 Health Equity 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. 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**

1. Work in partnership with nonprofits and hospital system to ensure Individuals and families have increased access and reduced barriers to health resources in healthcare and community settings.
2. Work closely with the VP and AVP, Community Impact to develop and implement innovative strategies and framework to support community-wide efforts addressing health issues as a result of the tri-annual Community Health Needs Assessment.
3. Assist the Community Impact team in responding to community partner requests and supporting volunteers throughout the Community Investment process.
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. Provide guidance and supervision to Health Equity staff, including Community Health Workers (CHW's) and Case Managers as assigned.

### **Essential Duties and Responsibilities**

#### **Administrative & Financial Management:**

- Work directly with UWSHR Finance Team and the fiscal agents of grant-funded activities to track revenue, expenses, in-kind contributions, and reimbursements as related to health equity.
- Oversee the creation and management of Department grant proposals and administration, including support for all grant-making documentation (solicitations, proposals, applications, recommendations, etc.) as well as document retention.

#### **Community Collaboration:**

- Work with other Community Impact team members across all impact areas, including Mission United & United for Children, and VBthrive to support continuous improvement of existing projects and initiatives and to support the execution and rollout of new Community Impact projects and initiatives



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- Leads and builds the talent of staff specifically aligned to family stability. Gives constructive feedback, coach, and mentors employees to achieve high performance and results. Conduct/Ensure all training requirements for staff are met, including re-certifications.

### **Data, Research & Reporting**

- Advance partner agencies' capacity to measure results as well as the United Way's ability to document and communicate shared measures.
- Understands key measures for improving family stability and drives the process to achieve those results.
- Establish measurable goals in line with desired outcomes and tracks results. With data tracking partners, evaluates results and strives to continuously improve outcomes for the community.
- Gathers, interprets, and use relevant data to drive strategy development, makes decisions, and drives for results. Research best practice and evidence-based models and transfers this knowledge to help the organization and its partners implement strong programs.

### **Program Development & Implementation**

- Review and give feedback on all strategic and/or grant related documentation
- Support Department staff in the ongoing development of projects that prioritize impact-driven objectives and that are achievable by partner and grantee organizations
- Identify and implement 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.
- Drives the development and implementation of programs that improve family stability. Creates and execute implementation timelines to meet objectives and continuously monitor, evaluate, and recalibrates when necessary.

### **Marketing and Resource Development and Outreach**

- Develop successful proposals and gather support, people, and money required to back programs and projects that advance health equity priorities.
- Work effectively with Resource Development and Marketing teams to develop and communicate compelling messages to collaborating partners, and to the larger community utilizing various media.
- Maintain and distribute information (participate in events, announcements, trainings) via email, website, and other platforms, as needed.
- Occasional evenings and weekends are required.
- **Other duties as assigned.**

### **Key Skills Requirements:**

- Bachelor's Degree in related field required; Master's Degree preferred
- 5-10 years relevant experience; seeking candidates with strategic planning, program development, and evaluation competencies
- Familiarity with asset-based approaches to community development, volunteerism, and corporate philanthropy



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- 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
- Project management skills with the ability to problem-solve, prioritize, delegate, and create systems and processes
- Experience in collective impact and working with service organizations, with the ability to build and sustain productive relationships with diverse individuals, groups, organizations, and communities
- 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
- Commitment to excellence and the mission of United Way

**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
- Exert up to 20 pounds 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 standard, 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@unitedwaysshr.org](mailto:humanresources@unitedwaysshr.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.*