



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, Mission United

Title:	Director, Mission United
Department:	Community Impact
Report To:	Vice President, Community Impact
Date Created:	September 2023

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:

This position oversees United Way's collective impact initiative, Mission United, that engages over 100 community partners to support our region's military-connected individuals on customized journeys to self-sufficiency. Mission United's extensive network of service providers connect clients to affordable housing, job training, health care and other resources through an online care-coordination software. Mission United's network of partners also provide intensive coaching and case management to help clients achieve their goals for self-sufficiency. Of the over 400,000 military-connected people living in Hampton Roads, Mission United's target population includes: active-duty service members (including the Reserves and National Guard), military retirees, military spouses and dependents, caregivers and veterans. It is the role of the Director of Mission United to spearhead 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 initiative goals and objectives.

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.

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.



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- **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. Lead and coordinate Mission United committees, workgroups, volunteers and activities
2. Work with our partners to establish and implement Mission United's strategies for achieving community-level results
3. Guide the vision and strategy for Mission United by defining challenges, establishing goals and priorities, and building a network of partners to support a common agenda and achieve shared goals
4. Build awareness and understanding of issues impacting veterans to empower community members to take action on Mission United's priority areas and activities
5. Using a results-based accountability framework, establish and maintain a data management infrastructure that collects, manages, and reports on Mission United data to effectively communicate results
6. Establish a program performance and evaluation plan and work with partners to increasingly use data to adapt and refine program strategies
7. Facilitate the identification of core measurable outcomes for each committee and workgroup, mutually reinforcing activities, and develop a system for collaboration and communication to advance Mission United's shared agenda

Essential Duties and Responsibilities

Administrative & Financial Management

- Work directly with UWSHR Finance Team and the fiscal agents of grant-funded activities to manage budget with multiple revenue streams to track revenue, expenses, in-kind contributions, and reimbursements as related to health equity.
- Provide oversight of call center and initiatives related to Mission United
- Develop and maintain protocols and/or policies regarding the operations of the Mission United Call center.

Community Collaboration

- Work with other Community Impact team members across all impact areas, including United for Children, and Economic Mobility to support continuous improvement of existing projects and initiatives and to support the execution and rollout of new Community Impact projects and initiatives.
- Advocate for the health, well-being, and benefits of everyone in the South Hampton Roads footprints, while defining specific supports for target populations of veterans and ALICE



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Program Development & Implementation

- Review and give feedback on all strategic and/or grant related documentation related to Mission United
- Identify and implement new ways of conducting business to enhance effectiveness and efficiency.
- Coach and support staff and partners to do the same.
- Use evaluation data to build support for the work.
- Create and execute implementation timelines to meet objectives and continuously monitor, evaluate, and recalibrate when necessary.

Supervision

- Lead and build the talent of staff specifically aligned to family stability. Give constructive feedback, coach, and mentor employees to achieve high performance and results.
- Conduct/Ensure all training requirements for staff are met, including re-certifications.
- Support and promote the development of positive team relationships.

Marketing and Resource Development and Outreach

- Support the development of 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.

Key Skills Requirements:

- Bachelor's Degree in related field required; Master's Degree preferred
- 5-10 years relevant experience; prior military service preferred; seeking candidates with strategic planning, program development, and evaluation competencies
- 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
- Project management skills with the ability to problem-solve, prioritize, delegate, and create systems and processes
- Experience in collective impact and working with military-connected communities and 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



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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.