



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

**Title: Director, Community Engagement & Data (\$60,000 – \$70,000)**  
**Department: Fundraising**  
**Report To: Chief Marketing & Strategy Officer**  
**Date Created: May 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. You'll learn from some of the best in the business and be constantly challenged in an ever-changing industry. 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 is responsible for the overall data strategy for the organization and in support of our work.
- The Director of Community Engagement & Data will lead the community into a new era of services and partnerships to achieve community-related outcomes in the areas of health, financial stability, education, and basic needs. He/she will be the visionary leader for creating and maintaining critical relationships and partnerships among multiple health, school, community, business, and government organizations to develop a multisectoral partnership delivery model at the local level.
- The Director of Community Engagement & Data will help create a strategic roadmap for an outcome-driven organization that will expand data services, significantly increase navigation and residents served, and provide the foundation for an evidence-based program. He/she will be a skilled practitioner with proven accomplishments in leading cultural change, working with government agencies at the federal and state level, and creating public/private partnerships.
- This position requires a strategic mind, a keen sense for what is possible for the organization's new successes, and the ability to bring together the appropriate partners, both public and private sector, and map out collaborative relationships to maximize community services for South Hampton Roads.

### **Competencies:**

- Mission-Focused: Catalyzes others' commitment to mission to create real social change that leads to better lives and healthier communities
- Relationship-Oriented: 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
- Strength of Character: Demonstrates ability to be approachable and cooperative while also being a successful executive leader



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- **Brand Steward:** Steward of the brand and understands his/her role in growing and protecting the reputation and results of the greater network
- **Visionary:** Confronts the complex realities of the environment and simultaneously maintains faith in a different and better future, providing purpose, direction and motivation
- **Team-Builder:** First ensures that the right people are in the right roles at the right times; fostering commitment, trust, and collaboration among multi-cultural leaders and stakeholders
- **Outward Turning:** Understands the dynamics of local, regional, and national environments, and works on an agenda rooted in the community's own perception of its needs and aspirations
- **Business Acumen:** Possesses a high-level of broad business and management skills and is effective at using financial resources wisely and for the greatest impact
- **Network-Oriented:** Values the power of networks; striving to leverage United Way's breadth of community presence, relationships and strategy

### Core Values:

- **We are responsive** to each other and to the community. We do our best to anticipate challenges and needs so we can proactively address them. We do NOT react, we respond – promptly, appropriately and thoughtfully.
- **We build trust** by being transparent, authentic and vulnerable. We communicate openly and listen with respect and empathy. We do NOT shy away from tough conversations or backtrack on our commitments.
- **We are determined** and steadfast in our commitment to our goals. We are persistent and tenacious, and seek creative solutions to overcome obstacles. We do NOT let failure keep us down – we brush it off and try again with renewed dedication the next day.
- **We are team players**, always seeking opportunities to go above and beyond our job description to help our colleagues and partners. We aim to create a positive, fun environment where we are proud to be ourselves. We do NOT work in silos, but instead play to each other's strengths and cover each other's blind spots.
- **We care about community** because to us, this work is personal. It's for our families, our neighbors, our children, our friends. We are all here because we want our work to matter – to have some higher purpose – and we want to surround ourselves with others who desire the same. It's NOT just a paycheck, it's a purpose.

### Job Responsibilities:

#### *Partnerships*

- Build a multisectoral partnership of public/private community partners/volunteers who can provide collective wisdom and support to advance a common agenda in South Hampton Roads
- Serve as the point of contact for agencies and the community at large regarding the South Hampton Roads GHRconnects
- Recruit new organizations and re-engage prior stakeholders
- Coordinate and facilitate Technical Advisory and Community Partner meetings
- Play a visible role in the creation of a shared vision and goals for South Hampton Roads
- In partnership with Community Impact & Development Departments, implement a plan of action with measurable outcomes on new service delivery, efficiencies, evaluation, and newly established partnerships



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- Create strong relationships with federal and state officials within VA DOE, VDH, VDSS, and other agencies to garner funds and develop partnerships

#### *Data Platform*

- Work closely with vendors and information services team members to maintain and manage data platform and management tools
- Create and implement a communications campaign utilizing social media and storytelling to build awareness of the data platform
- Strengthen brand recognition for data platform
- Act with a keen understanding of research and data regarding community barriers and have the skills and capacity to determine the most feasible way in which data can play a role
- Serve as the point of contact for agencies and the community at large regarding the South Hampton Roads community data platform

#### *Communication, Marketing & Presentations*

- Serve as the key spokesperson for the partnership and data platform via conversations with donors, workplace meetings, presentations, tours, fairs, etc.
- Develop engaging presentations and key talking points about data-driven decision making and its impact on companies, agencies, and community groups
- Play a key role in developing marketing messages and materials for effectively communicating the call to action through printed materials, website, media relations, social media, video, workplace campaign material, etc.
- Proactively pursue speaking engagements.
- Provides weekly project management reports and communicates status reports to all parties on a timely basis
- Attentive to project deadlines and communicates status to appropriate team members to ensure awareness of upcoming and critical deadlines

#### *Other Duties*

- Manage two direct reports with responsibilities for day to day management of all Community Impact and Development department databases
- Help develop and oversee a robust fund development effort with a plan and vision for new sources of revenue
- In collaboration with Senior Leadership Team, provide leadership and guidance in creating and executing marketing, advertising, and development plans and project activities to ensure brand integrity and consistent organizational voice
- Provides a superior level of customer service to internal and external customers, delivering high-quality products on time, within budget, and with the highest level of courtesy and professionalism
- Takes the initiative in working across teams and functional areas while staying abreast of current impact work taking place within, and supported by, the organization
- Other duties as assigned



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### **Key Skills Requirements**

- Bachelor's degree or equivalent combination of education and experience
- A minimum of 5 years work experience, including 2 or more years of proven community building and working in collaborative partnerships with other organizations, agencies, institutions, and entities
- Experience managing others and leading a team to complete shared goals
- The presence to inspire confidence and passion in external audiences and to build effective relationships with a range of stakeholders;
- Experience working with diverse populations; knowledge of guidelines to successfully work in a culturally sensitive environment;
- Advanced project management skills;
- Flexibility and the ability to work autonomously as well as take direction as needed
- Commitment to the collective impact concepts;
- Excellent analytical ability and superior problem-solving skills
- Existing relationships with, or ability to build relationships with, a cross-sectoral range of stakeholders in the local or regional area
- Excellent communication, interpersonal, listening, writing, and facilitation skills • Ability to take concepts from initiation to completion with minimal supervision

### **Physical Requirements:**

- 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.

### **Working Environment:**

- 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

### **Why is United Way of South Hampton Roads a Great Place to Work?**

- 37.5-hour work week (occasional evenings or weekends may be required for events)
- Remote Mondays and Fridays
- Flexible and compressed schedule opportunities
- Competitive pay
- 403(b) retirement match up to 11%
- Health and dental insurance – employer pays 80% for employees/74% for dependents
- Health Savings Account or Flexible Spending Account



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**Other employer-paid benefits:**

- Short-term and long-term disability insurance
- Cell phone stipend
- Term life insurance
- 18 days PTO the first year of employment
- 11 federal holidays
- Parental leave up to 12 weeks
- Tuition reimbursement
- Mileage reimbursement (IRS rate)
- 4 hours per month for personal appointments (doctor, dentist, legal, etc.)
- Volunteer policy (up to 8 hours per year)
- Bereavement leave
- Jury duty leave
- Quarterly staff social events
- Professional development opportunities
- And so much more!

Interested? Please send your cover letter and resume to [recruiting@unitedwayshr.org](mailto:recruiting@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.*