

# United Way of Roanoke Valley

**Job Title:** Care Resource Coordinator  
**Department:** Community Impact  
**Reports to:** Director, Family Health Strategies  
**Status:** Full Time, Exempt  
**Date:** June 2023

**Organization:** The mission of United Way of Roanoke Valley (UWRV) is to improve lives by mobilizing the caring power of people in our community. By leading important initiatives and making strategic investments in health and human service partners, we work toward our goal of positively and sustainably changing community conditions.

United Way's health and early learners initiatives, Healthy Roanoke Valley (HRV) & Ready Region West (RRW), are partnerships of health and human services, schools, housing, businesses, government and other nonprofit organizations working to mobilize community resources to improve access to care; coordination of services; and promote a culture of wellness. For more information please visit [www.uwrv.org](http://www.uwrv.org).

**Summary:** The Care Resource Coordinator (CRC) is United Way's lead staff for its Community Hub (Hub), a holistic approach incorporating health, income and other key barriers to adults and families to provide stable environments. This work is implemented in conjunction with the HRV and SBGR strategic plan. In collaboration with staff and volunteer teams, this position develops, implements and monitors progress against strategies to make measurable impact in key UWRV indicators in the community leading to the achievement of the UWRV's goal to "elevate 10,000 families to self-sufficiency by 2030."

This position provides strategy development support, and staff leadership of the Hub Partnerships, and has direct responsibility for achieving UWRV's goals and objectives on key priority issues as outlined in its strategic action framework. The CRC will develop and maintain relationships and civic infrastructure that lead to improvements in key indicators affecting the overall health of the community. Responsible, in part, for budget development, monitoring, grant development/acquisition and grant reporting/compliance related to the Hub activities.

The CRC must believe and exemplify United Way of Roanoke Valley's mission, vision and values. In addition, the CRC must share in Healthy Roanoke Valley's commitment to a community where all are empowered to achieve and sustain optimal health.

## **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.

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**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 CRC 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 UWRV 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.

Additionally, team members in leadership roles should exhibit the following competencies:

- **Talent Management & People Development:** Fosters a work culture that receives and provides constant feedback to help develop a highly functioning, effective, collaborative team, while demanding high performance and results aligned to our mission.
- **Business Acumen & Strategic Direction:** Understands the United Way network, the community we serve, and our business environment and is able to align resources effectively to contribute to helping the organization grow resources and capacity.
- **Operational Planning & Execution:** Is effective at collaborating cross-functionally to establish effect and efficient processes that align their team's priorities with the greater organizational goals, strategy and mission, and inspires and motivates internal and external stakeholders.

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- **Outward Turning:** Effective, visible, attentive spokesperson who develops strategic relationships within the community, seeks opportunities both inside and outside the network to build skills and knowledge which can challenge the organization to reach our potential, while establishing themselves as a leader on critical issues and solutions affecting the community.
- **Drive for Stakeholder Success:** Results driven to maximize social change and enhance the quality of life in our community by proactively working in alignment across all functions of the organization to advance our mission, meet impact and revenue goals, and demonstrating a strong commitment to creating value for stakeholders, in order to achieve organizational success.
- **Effective Communication:** Skilled and passionate communicators who articulate our message in a way that inspires other to act in service to the organization and community; and, promotes and sells ideas persuasively, in order to shape the opinions of key stakeholders and promote and project a positive image of the organization.
- **Adaptability and Change Management:** champion and facilitate change to ensure long-term community sustainability by adapting successfully to changing needs while maintaining positive relationships with internal and external constituents.
- **Cross-Functional Capability and Collaboration:** Effectively works cross-functionally using a team-oriented mindset and approach to collaborate for results based on knowledge of current conditions and future trends both internally and externally.

Additionally, members of the community impact team should exhibit the following competencies:

- **Strategic Community Collaboration:** Engages diverse stakeholders to accurately and effectively assess community needs and, with credibility, authenticity and humility, strategically guide work that contributes to the community's priorities while influencing and inspiring community leaders to partner with United Way to create and implement programs that serve and add value to the community.
- **Deep Community Expertise:** Expert on community issues and challenges with knowledge of data trends, research, environment and community stakeholders which allows for proactively identifying and addressing complex issues by providing leadership in gathering and using data to drive strategy development and implementation within the impact area of focus to drive collective community outcomes and achieves results.
- **Product Development and Implementation:** Understands the community and the philanthropic interests of donors and investors and can identify community strategies to connect the interests of donors to solutions and products that meet the community's needs.

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- **Donor Influence:** Understands donors and supports year-round relationship management to attract and sustain resources (financial, volunteer and advocacy).
- **Volunteer Engagement:** Works to build organizational capacity through volunteer collaboration and to develop high-impact, meaningful volunteer opportunities that increase revenue, impact, outcomes, and influence.
- **Advocacy and Public Policy:** Champions and facilitates change to ensure long-term community sustainability. The CRC adapts successfully to changing needs while maintaining positive relationships both internally and externally.

**Key Accountabilities** include the following:

1. Provide efficient and timely administrative and operational management of the Community Hub and interrelated UWRV functions. Work cross-functionally to support UW programs, and internal UWRV functions.
2. Where applicable, supervise and/or support CHWs and their supervisors to ensure all project outcomes and work plan responsibilities are met.
3. Provide staff leadership in the overall implementation of goals and strategies in the Hub strategic framework and related Healthy Roanoke Valley strategies.
4. Develop a body of knowledge on care coordination principles, models and best practices guiding UWRV's work in this area.
5. Provide support to external partnerships in the planning and strategizing of community-wide approaches to addressing the health and health-related needs of families and individuals utilizing a DEI lens (as they relate to Hub implementation).

**Essential Duties and Responsibilities** include the following:

The CRC will provide leadership for UWRV efforts in the implementation, evaluation, and timely reporting of the initiatives and strategies related to the HUB. The CRC will work directly in support of UWRV Community Health Worker's (CHW's) and CHWs working for Hub partner agencies. The CRC has the following key responsibilities:

## Administration and Financial Management

- Work directly with United Way of Roanoke Valley's Finance Team and the fiscal agents of grant-funded activities to track revenue, expenses, in-kind contributions and reimbursements.
- Assuring that organizations enrolled in the HUB meet specific qualifications based upon ability to provide services through a Community Health Worker or similar position, agreement to follow Hub best practice standards and agreement to share non-Personal Medical Information data.
- Utilize Unite Us or common case management platform to coordinating care for each household.
- Coordinating ongoing refresher trainings for CHW's and other peer staff

## Strategic Planning/Community Collaborations

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- Convene and facilitate at a minimum monthly meetings with CHWs and CHW supervisors to foster care coordination activities, provide continuing education training and maintain Quality Assurance measures
- Represent the HUB in collaborative efforts with other community organizations that are aligned or have the potential to further goals addressing social determinants of health.

### Data/Research Analysis, Reporting and Action

- Understands key measures for improving family stability and drives the process to achieve those results. As part of the Hub Leadership team establishes measurable goals in line with desired outcomes and tracks results. With Hub partners, the CRC evaluates results and strives to continuously improve outcomes for the community.
- Gathers, interprets and uses relevant data to drive strategy development, makes decisions, and drives for results.
- Researches best practice and evidence-based models and transfers this knowledge to help the organization and its partners implement strong programs. Work with Hub Leadership to identify and implement new ways of conducting business to enhance effectiveness and efficiency.
- Uses evaluation data to build support for the work.

### Program Development/Implementation

- Drives the development and implementation of programs that improve family stability. Creates and executes implementation timelines to meet objectives and continuously monitors, evaluates and recalibrates when necessary.
- Supervises UWRV CHW staff specifically aligned to family stability. Gives constructive feedback, coaches and mentors employees to achieve high performance and results.
- Conduct/Ensure all training requirements for staff are met
- Coordinate training requirements for Hub partner CHWs and supervisors. This could include CEU, certifications and re-certifications.
- Primary oversight for the Hub operating budget, programs and activities. Drives the development and oversees the implementation of Hub programs that improve the priority health issues identified in the Hub/HRV work plan/strategic action framework. With support from HRV partners and staff, creates and executes implementation timelines to meet objectives and continuously monitors, evaluates and recalibrates when necessary.
- Provides tools and support of partners involved in Hub/HRV committees and action teams to implement and sustain their proposed action plans.

### Marketing and Resource Development and Outreach

- Develops successful proposals and gather support, people, and resources required to create and sustain programs and projects that advance health and education priorities.

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- Responsible for assisting with grant research, grant development/acquisition, and grant reporting/compliance related to HUB.
- Works effectively with UWRV 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 HUB information (participate in events, announcements, trainings) via email, website and other platforms, as needed.

Other duties as assigned.

**Supervisory Responsibilities:** CHW staff and relative interns.

### **Education and/or Experience:**

- Bachelor's degree in Healthcare, Education, Human Service or related field. Master's degree preferred.
- At least 3 years of experience in supervision management with increasingly complex administrative, supervisory, and strategic and tactical planning responsibilities.
- Experience developing, managing and nurturing coalitions and community planning efforts preferred.

**Language Skills:** Ability to read, analyze and interpret data for practical application. Ability to write reports and business correspondence. Ability to present information to and respond to questions from groups of diverse individuals. Ability to document and communicate information to an audience.

**Computer and Analytic Skills:** Proficient in the creation of spreadsheets and other survey platforms. Proficient in the use of Unite Us and other case management databases. Proficiency in Microsoft Office suite programs. Comfortable using databases, social media, and web-based tools/applications..

**Licenses:** Valid Virginia Driver's License

**Physical Demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit, talk and/or hear. The employee is frequently required to use finger and hand motion and occasionally required to stand walk and reach with hands and arms. The employee must frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, depth perception and ability to adjust focus.

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**Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Employee works in a normal office environment under moderate heat and noise levels with varied occasions of in-the-field activities within the Roanoke Valley.

Statements in this Position Description are intended to describe the general nature of the work being performed. They are not intended to be a complete list of all responsibilities, duties and skills required for the position. UWRV offers excellent benefits, a great work environment and is an equal opportunity employer.