

# United Way of Roanoke Valley

**Job Title:** Family Engagement Manager  
**Department:** Community Impact  
**Reports to:** Director, Early Learning Strategies  
**Status:** Exempt, Full Time, Grant Funded  
**Date:** July 2022

**Organization:** The mission of United Way of Roanoke Valley 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.

For more information about United Way, please visit [www.uwrv.org](http://www.uwrv.org).

**Summary:** The Family Engagement Manager (FEM) will lead the Regional Family Engagement initiatives. This position will also work with families, community partners and ECCE Providers to ensure that all families and care givers have opportunities to be engaged in regional Early Childhood planning and initiatives.

The FEM must believe and exemplify United Way of Roanoke Valley's mission, vision and values including exhibiting confidentiality when working with sensitive and personal information, and a sensitivity and respect for cultural diversity. In addition, they must share in the Early Learning Strategies commitment to work collaboratively to move the needle on school readiness.

## **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 FEM 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.

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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.

Additionally, members of the UWRV team should exhibit the following competencies:

- **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.
- **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. Adapts successfully to changing needs while maintaining positive relationships both internally and externally.

**Key Accountabilities** include the following:

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1. Work cooperatively with Access and Engagement Coordinator to develop and implement a system of Regional Family Councils.
2. Develop informational outreach for parents targeting VQB5 Practice Year 2 efforts (e.g., that their child's site is participating in broader statewide efforts).
3. Facilitate the Family Engagement self-assessment with program preschool/ childcare partners and develop/implement a regional plan for strengthening family engagement.
4. Ensure all Family Engagement project outcomes and work plan responsibilities are met.
5. Develop a body of knowledge on UWRV Community Impact work and engage in cross-departmental work specifically with the Family Health Strategies initiatives to address the needs of families in the community.
6. Primary oversight for the DSI (Developmental Screening Initiative) grant.

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

#### Administration and Financial Management:

- Work directly with Access and Engagement Coordinator, Ready Region West Coordinator and the UWRV Finance Team to track revenue, expenses, in-kind contributions and reimbursements.

#### Data/Research Analysis/Reporting and Action:

- 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.
- Identifies and implements 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.

#### Program Development/Implementation

- Recruit participants to serve on Family Councils in various regions of our service area
- Facilitate Family Council meetings to ensure input on program design and implementation within Ready Region West
- Coordinate with existing parent groups and committees across Ready Region West
- Drives the development and implementation of programs that improve family engagement. Creates and executes implementation timelines to meet objectives and continuously monitors, evaluates and recalibrates when necessary.
- Provides tools, and builds capacity of partners involved in Collaboratives and Action Teams to implement and sustain their proposed plans.

#### Recruitment/Community Collaboration:

- Represent the UWRV in collaborative efforts with other community organizations that are aligned or have the potential to further goals addressing family engagement and social determinants of health.

#### Family Support Services:

- Monitor the establishment of professional relationships with families of mutual trust.
- Develop and implement strategies to effectively communicate with families
- Work collaboratively with the marketing and Communications team to promote family engagement activities and access to high quality care using various media outlets

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- Provide resources on family engagement activities and social determinants of health to stakeholders working with families

### Working cross-functionally with CI team to support school readiness goals:

- Support and implement person-centered and equitable strategies
- Monitor Data and information for accuracy in the data base for reporting purposes
- Process monthly reports as related to Family Engagement activities.
- Attend local and regional meetings and participate in conference calls as requested

### General

- Maintain a current understanding of and be able to articulate to stakeholders and the community at large, UWRV's community impact model, focus area initiatives and results.
- Participate in internal and external committees to gain and keep current such understanding as approved
- Ensure the UWRV brand experience is consistent and exceptional.
- Participate in community and civic activities or organizations to increase public awareness of UWRV as approved
- Cross-functionally work with the other teams to communicate consistently with constituents through various media the work of UWRV
- Conduct operations effectively and efficiently and promote a cooperative spirit within the UWRV organization.
- Engage, build, and grow relationships with diverse stakeholders as related to the position.

Other duties as assigned.

**Supervisory Responsibilities:** Supervises volunteers and key family members involved in Family Engagement and Family Council activities throughout the designated service area. Works cooperatively with Coordinated Enrollment Manager to provide oversight to Family Navigators involved with Family Engagement activities.

**Education and/or Experience:** Bachelor's in Early Childhood, Social Work, Psychology, Health Science, or related field with 2 years' experience in a human services field or Associates Degree with 5 or more years' experience. Experience working with families and/or children in a clinical setting preferred. Knowledge of early childhood, family engagement best practices and/or social determinants of health preferred.

### **Preferred Qualifications:**

- Knowledge/experience in recruitment, retention and supervision of family based volunteer programming
- Knowledge of the Eligibility Requirements for various publicly funded ECCE providers, including subsidy through the Department of Social Services
- Knowledge of Services and Resources to support vulnerable and at-risk families
- Actively involved in the area's ECE community
- Bilingual skills

**Language Skills:** Ability to read, analyze and interpret database reports. 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.

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**Computer and Analytic Skills:** 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.

**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 in-the-field activities within the UWRV service area. Travel may be necessary with this position, and evening and weekend work is required.

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.