

# United Way of Roanoke Valley

**Job Title:** Community Health Worker  
**Department:** Community Impact  
**Reports to:** Care Resource Coordinator  
**Service Area:** Southeast Roanoke City  
**Status:** Full Time, Non-Exempt  
**Date:** May 2024

**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 learner's initiatives, Healthy Roanoke Valley (HRV) & Ready Regions 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.uwr.org](http://www.uwr.org)

**Summary:** The overarching goal of the Community Health Worker (CHW) is to address social determinants of health for individuals experiencing homelessness and/or substance use disorder in SE Roanoke, with a focus on improving overall well-being, promoting health equity and facilitating access to essential services. We aim to create a holistic and person-centered CHW program that addresses the unique needs and challenges of individuals that are unhoused, those with substance use disorder, and/or mental health needs focused on the SE quadrant of Roanoke City.

The CHW 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.

## 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 CHW 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 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, 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 collaborate 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).

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- **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:

1. Connect residents and families to information and resources related to the social determinants of health.
2. Promote opportunities for community cohesiveness, belonging and empowerment.
3. Cultivate supports for environments and amenities that contribute to a vibrant and thriving community and safer neighborhoods.
4. Collaborate with community organizations to maximize engagement efforts.
5. Advocate to remove barriers and ensure equity to services and resources.

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

### Outreach and Advocacy

- Conduct social determinant of health assessments and screenings for community members on the Unite Us platform
- Refer community members to Community-Based Organizations based on their needs and results of the assessments and screenings completed
- Provide health education and resources, including information on how to access healthcare services, to individuals
- Serve as a liaison between the community and health and social service providers and provide follow-up support for connections made
- Maintain accurate records and documentation of interactions and services provided
- Conduct field outreach such as in-person community canvassing and education events
- Build relationships with people from diverse backgrounds
- Advocate through attendance at relevant meetings and events to ensure equitable access to resources and services
- Meet community members in their own spaces (homes, places of business, on the street, etc.)
- Empower community members to advocate for their needs
- Work as part of United Way team to align work with other initiatives

### Collaborate with Community Organizations

- Support the implementation of community events
- Support district wide efforts and outreach
- Assist with identification and establishment of community outreach events
- Collaborate with community organizations and healthcare providers to address the needs of vulnerable populations
- Connect with various community organizations and resources to provide additional support for individuals, particularly as they transition through the various stages of recovery and into the stabilizing and maintenance stages of their recovery journey.

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### Collaborate with Family Health Strategies Team

- Stay up-to-date on current best practices and information related to harm reduction services, substance use disorder and mental health treatment options, and other social determinants of health needs in the community.
- Participate in internal meetings and ensure the dissemination of information related to the project
- Work closely with other community CHWs to undertake other tasks/responsibilities as requested
- Work cross-departmentally with other team members to disseminate information on all services provided by UWRV initiatives during outreach efforts and events

### Expand CHW Network

- Facilitate CHW Trainings as assigned that are engaging in various learning environments (virtual or in-person)
- Respond to participants in a timely manner on topics related to the course
- Incorporate CHW experience to align with the curriculum
- Adapt curriculum to various delivery modalities
- Record and communicate assessment results to appropriate stakeholders
- Work with Director Family Health Strategies and Care Resource Coordinator following completion of each cohort to identify opportunities for improvement and/or best practice

Other duties as assigned.

**Supervisory Responsibilities:** None.

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

- High School Diploma or equivalent
- Two years of relevant job-related work experience required
- Experience in community outreach efforts (paid or volunteer) in patient or customer service

### **Ideal Qualifications:**

- Population specific experience preferred.
- Current, continuous and trusted member of the SE Roanoke community.
- Certification from accredited Community Health Worker program
- Certification from accredited Peer Recovery Specialist program
- Bilingual proficiency (English/Spanish)
- Sensitivity to cultural diversity and varying coping styles of families under stress.
- Proficient using Unite Us platform
- Knowledge of community health resources and services

**Language Skills:** Excellence communication skills (verbal and written). 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. Ability to explain health information to the public in a clear, concise, accessible manner

**Computer and Analytic Skills:** Proficiency in Microsoft Office suite programs. Comfortable using databases, social media, and web-based tools/applications.

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**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 both in the field and in an office environment. Travel is necessary with this position and reliable transportation is required. Ability to work flexible hours, which may include days, evenings, and weekends. Ability to adapt to unpredictable situations within the work setting. Must have the ability to work independently and as a part of a team.

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.