

United Way of Roanoke Valley

Job Title: Community Impact Associate
Department: Community Impact
Reports to: VP, Community Impact
Status: Non-Exempt
Date: July 2022

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.

Summary: This position supports Community Impact staff in its effort to engage and mobilize partners, volunteers and the community to develop, implement, and monitor progress against strategies to make measurable impact along the cradle to career continuum leading to the achievement of the UWRV's goal to "elevate 10,000 families to self-sufficiency by 2030."

This position supports the day to day Community Impact operations, and develops and maintains relationships with a variety of partners and stakeholders to engage them in United Way's work.

They must believe and exemplify United Way of Roanoke Valley's mission, vision and values.

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 CRHC 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, 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. The CRHC adapts successfully to changing needs while maintaining positive relationships both internally and externally.

Key Accountabilities include the following:

1. Support the Community Impact team in the effective and efficient implementation of strategies and activities.
2. Support VP CI with Community Investment Process, and other grants management processes through eCImpact.
3. Work cross-functionally to ensure awareness, and strong engagement of partners, volunteers, and community in UWRV's work.
4. Conduct administrative and operational FHS support for activities and interrelated UWRV functions.
5. Work cross-functionally with UWRV staff so that progress and results of Community Impact efforts are communicated in a timely fashion and result in greater alignment with other UWRV initiatives and departments.

Essential Duties and Responsibilities include the following:

Administration and Process Management:

1. Work with the VP of C I to provide logistics and staff support to the Community Impact Committee, and other CI-related internal and external meetings and activities; specifically:
 - a. Manage registration database and any fees associated with events.
 - b. Assist with set-up, ordering foods, preparing printed and other materials for the event
 - c. As needed, welcome and check in attendees at events and assist with making sure participants and presenters have the correct materials.
 - d. Take pictures and other documentation of event activities (as needed)
 - e. Distribute evaluation surveys to event participants
 - f. Compile all evaluation data and attendance from these events
2. Provide logistics and overall management for the volunteer-led investment process and other internal processes through e-CImpact, UWRV's online grant management software (Community Investment Process RFP, and other grant/award type applications and reporting, and volunteer review processes), and provide overall management and support for e-CImpact service contracts with other grant funding institutions;

3. Assist in researching grant opportunities and providing documentation for grant applications that further United Way's Community Impact work.
4. Provide support for data collection, monitoring and reporting.
5. Assist in scheduling meetings including securing space, sending calendar invites, etc. for VP, CI and FHS team
6. Maintain directories for all CI and FHS committees and work groups and track attendance as directed. Provide attendance reports every 6 months for grant reports.
7. Compile and type minutes from UWRV CI meetings and distribute to Committee/Team members in a timely manner.
8. Copy and organize all materials/handouts needed for relevant meetings and activities.
9. Schedule travel arrangements for VPCI, Director FHS

Communications and Outreach

1. Assist in maintaining Website and Facebook pages by providing content as approved by the VP, CI and Director FHS to the Marketing and Communications Team
2. Work with Marketing and Communications team to distribute via email, website or social media as appropriate community events and announcements hosted by partner organizations.

Volunteer Management:

1. Identify opportunities for volunteer connections.
2. Manage volunteers/interns assisting in the administrative component of community impact operations. Ensure demographics are in CRM.
3. As needed, work with CI staff to identify, develop, and implement signature volunteer opportunities supporting UWRV's impact direction. Work cross-functionally and with external partners to manage the recruitment, training and deployment of volunteers related to UWRV signature volunteer activities.

Partner and Community Engagement

1. Maintain contact information for Community non-profits, especially those interacting with UWRV, in our CRM system;
2. Provide logistics and staff support in the implementation of activities related to the year-round engagement opportunities for partners (meetings, communications, placement of volunteers for signature opportunities, or other events);
3. Assist in the development of impact reports for use in UWRV marketing and communication materials. Work with Marketing and Communications staff to maintain Community Impact information on the website/s relevant and up to date;
4. Work with CI and RD teams to staff key public events and outreach activities, and help prepare materials for distribution that increase visibility, promote UWRV resources, and improve understanding of UWRV's work in the community.

5. Line up activities that facilitate staff understanding of the mission (partner visits/tours, volunteer activities, sharing of success stories, etc.);
6. Serve as a staff resource for those reaching out to United Way seeking assistance and needing a connection to community services through Unite Us platform.

Other duties as assigned.

Supervisory Responsibilities: Volunteers as appropriate.

Ideal Qualities & Qualifications: The following are representative of the knowledge, skill and/or ability required to satisfactorily perform the essential job duties. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. In addition, the CE Manager must have:

- Excellent organizational skills with a strong attention to detail. Event, project and/or volunteer management experience is a plus.
- Strong communication skills including both written and verbal communication, with the ability to interact with individuals at all levels within and external to the organization.
- Must be able to extend excellent customer service on the phone, email and in-person.
- Familiarity with and ability to navigate and manage information in databases.
- Must be highly motivated, taking initiative to research assignments, look for best practices, and propose solutions to derive the best results.
- Proven record of dependability and integrity. Able to work independently, multi-task and problem-solve.
- High discretionary skills in handling highly confidential matters.
- Proficiency in Microsoft Office suite programs. Comfortable using databases, social media, and web-based tools/applications

Education and/or Experience:

- Bachelor's degree in business administration, human services or a related field.
- At least 3 years of relevant work experience providing administrative support, program and/or volunteer management. Experience in a non-profit environment desirable.

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 communicate, work effectively and document interactions with clients.

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

Licenses: Valid Virginia Driver's License

Other Skills: Sensitivity and respect for cultural diversity

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 varied in-the-field activities within the area served by UWRV.

I have read and understand the foregoing job description.

Employee Signature

Date

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.