

# United Way of Roanoke Valley

**Job Title:** Family Navigator  
**Department:** Community Impact  
**Reports to:** Family Engagement Manager  
**Status:** Non-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, please visit [www.uwrv.org](http://www.uwrv.org).

**Summary:** The Family Navigator (FN) position is a first point of contact and support for families seeking access to Early Childhood Care and Education (ECCE). The FN works collaboratively with the Early Learning Strategies team managing the software system to support the regional coordinated enrollment system. The FN will also meet with partners regularly to ensure children are being placed with early care and education providers in a way to maximize publicly funded slots, as well as privately funded slots in order to ensure that all young children will have access to high quality ECCE. The FN will recruit children in partnership with providers to ensure our most vulnerable families can access early care and education services to support school readiness efforts across the region.

The FN 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 FN 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:

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

**Key Accountabilities** include the following:

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1. Collect, review and support families through the Smart2Start application process to ensure applications are complete.
2. Work cross-functionally with families, staff, and community partners in determining eligibility and placement of children with ECCE providers.
3. Data entry and management of the software system, including providing reports to Access and Engagement Coordinator and Coordinated Enrollment Manager as needed.
4. Participate in community events and parent council meetings throughout the region to promote Smart2Start and support recruitment efforts for Smart2Start and ECCE partners.

**Essential Duties and Responsibilities** include, but are not limited to, the following:

### Managing the Software for Smart2Start

- Pull applications as they are submitted into the system
- Follow up with parents as needed to ensure applications are complete
- Categorize applications in preparation of placement
- Discuss placement of applicants with ECCE Providers
- Collect data on participating ECCE programs

### Recruitment

- Increase the number of applicants in Smart2Start by participating in recruitment activities throughout the region
- Recruit door-to-door in targeted areas to support enrollment of low-income, at-risk children age birth to 5, including children with disabilities.
- Promote Smart2Start by placing posters, flyers, program information in areas frequented by parents of children birth to 5.
- Assist publicly funded providers in maintaining waitlist of children through the Smart2Start Coordinated Enrollment system.
- Develop and implement a plan to address identified gaps and improve systems for identifying and coordinating community resources;
- Promote the importance of ongoing screenings and surveillance to families.
- Ensure all activities are parent informed and parents are actively engaged in every phase of seeking ECCE for their child.

### Support ELS school readiness goals

- Support and implement person-centered and equitable strategies
- Enter data and information accurately into the data base for reporting purposes
- Process monthly reports as related to the Coordinated Enrollment System
- Enhance the project model and build community support for the project
- Attend local and regional meetings and participate in conference calls as requested

Other duties as assigned

**Supervisory Responsibilities:** None.

**Education and/or Experience:** High School Diploma required; a degree in Early Childhood, Social Work, Psychology, Human Services, or related field preferred. Two years' experience in social work, case coordination or human services preferred. Experience working with families with young children. Knowledge of early childhood education classroom best practices.

**Preferred Qualifications:**

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- Knowledge of the various regulating authority standards related to early childhood programs (Virginia Standards for Child Day Centers and Family Child Care Homes, Head Start, Board of Education, etc.)
- 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.

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