

United Way of Virginia's Blue Ridge

Job Title: Family Engagement Specialist
Department/Team: Community Impact/Early Learning Strategies
Reports to: Access & Engagement Manager
Status: Exempt, Full Time, Grant Funded
Date: July 2025

Organization: The mission of United Way of Virginia's Blue Ridge 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.uwvbr.org.

Summary:

The Family Engagement Specialist (FES) will lead the Regional Family Engagement activities. This position will also work with families, community partners and ECCE Providers to maintain Family Council(s) that are representative of the region served and which ensures that all families and care givers have opportunities to be engaged in and influence early childhood systems design and decisions.

The FES must believe and exemplify United Way of Virginia's Blue Ridge mission, vision and values including exhibiting confidentiality when working with sensitive and personal information, and a sensitivity and respect for all points of view. In addition, they must share in the Early Learning Strategies commitment to work collaboratively to move the needle on school readiness.

Essential Duties and Responsibilities:

The primary focus of this position is to engage families and other early education partners with the focus of providing advocacy opportunities on the design and decisions for early childhood systems.

The Family Engagement Specialist will fulfill the following responsibilities:

1. Coordinate and Strengthen Family Engagement Activities

- Lead the establishment and facilitation of Regional Family Councils, including recruitment and onboarding of new members.
- Support the Family Engagement Self-Assessment process.
- Collaborate with internal team members and community partners to develop, implement, and evaluate family engagement strategies.

2. Lead Outreach and Communication with Families

- Create and distribute informational materials to families and stakeholders related to VQB5, Mixed Delivery, and other community resources.
- Plan and coordinate ongoing skill-building and professional learning opportunities for family council members.
- Support effective two-way communication strategies that promote family voice and engagement in early education program design including opportunities for advocacy, shared governance, and systems change.

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3. Support Program Implementation, Evaluation, and Reporting

- Assist in the development and tracking of family engagement goals and activities aligned with grant outcomes and the Family Engagement Self-Assessment results.
- Gather and assist in the analysis of data to inform strategy.
- Ensure timely reporting of outcomes, including monthly reports and quarterly narratives.

4. Foster Community Collaboration and Cross-Departmental Alignment

- Represent UWVBR in community partnerships, as appropriate.
- Work across departments and teams to align family engagement efforts with broader organizational objectives, including but not limited to, school readiness and social determinants of health.

5. **Other Duties:** This job description is not designed to cover or contain a comprehensive listing of all activities, duties or responsibilities required of the employee; other related duties may be needed to help drive our vision, fulfill our mission, and abide by our organization's values.

Supervisory Responsibilities: None

Education and/or Experience: Bachelor's Degree in Early Childhood Education, 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 facilitating family or community group meetings is preferred. Knowledge of early childhood, family engagement best practices and/or social determinates of health.

Other Qualifications:

- Strong organizational and project management skills with the ability to prioritize multiple tasks and pay attention to details.
- Ability to adapt to changing work environments, priorities and organizational needs while meeting deadlines and managing time.
- Knowledge/experience in recruitment, retention and supervision of family based volunteer programming
- Knowledge of the Eligibility Requirements for various publicly funded ECCE programs, including subsidy through the Department of Social Services, Va Preschool Initiative, Head Start and other programs
- Knowledge of services and resources to support vulnerable and at-risk families
- Ability to read, analyze and interpret reports

Facilitation and Language Skills:

- Ability to network, then establish and maintain effective working relationships in a collaborative style working with people from a variety of backgrounds.
- Communicates well (orally and in writing) with the ability to interact with others directly, professionally, and honestly.
- Ability to facilitate meetings, present information and respond to questions from a diverse group of individuals

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

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Commitment to Inclusion: 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, supporter, and employee must have equal access to solving community problems. We strive to include these practices at the center of our daily work and we commit to using them for our business and our communities.

Culturally Responsive and Compassionate Care: The FES adopts a lens that integrates culturally responsive and compassionate care, emphasizing empathy, support, and a deep understanding of the experiences of the individuals we work with both internally and externally, as well as those we serve. This integrated approach fosters a safe, welcoming, and supportive environment, helping to build trust, stronger relationships, and more effective engagement. By recognizing the impact of cultural factors and challenges, we are better equipped to engage with and support people in a manner that promotes respect, healing, and resilience. This dual focus enhances our organization's ability to serve our community with sensitivity and effectiveness.

Core Competencies are characteristics that all employees are expected to exhibit as a member of the UWVBR 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 UWVBR team should exhibit the following competencies:

- **Effective Communication:** Skilled and passionate communicators who articulate our message in a way that inspires others 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:

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- **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.

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 as well as in-the-field activities within the UWVBR service area. Travel may be necessary with this position, and evening and weekend work is sometimes 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. Each employee will have a workplan that includes detailed duties.

UWVBR offers excellent benefits, a great work environment and is an equal opportunity employer.