



COMMUNITY SECONDMENT PROGRAM

2024 POSITION DESCRIPTION

Role:	Project Manager, 211
Department:	Community Impact
Reports to:	Senior Director, Policy, Planning and Investment

PURPOSE OF ASSIGNMENT

Reporting to the Senior Director, Policy, Planning and Investment, the Project Manager will work closely with other staff to support full engagement of our communities (partners and public) with 211, elevating the sector and public profiles of the organization within our region. This means, but is not limited to, engaging local organizations, from acquisition of new organizations to stewardship of existing ones, participating at public events, making presentations, and engaging with local formal and informal networks. The Project Manager will support the development and execution of strategies for the promotion of 211 within our region, as defined by United Way East Ontario (United Way) staff and 211 representative(s).

This is an excellent opportunity for any professional who would like to work in a team environment, expand their project management and communication skills, and change lives across our region.

This work is in support of United Way's impact agenda in our community. As an impact United Way, we work to achieve measurable, lasting change for those who need it most. Systems navigation is an essential component of personal and community well-being, and this position will play an important role in the way partners and community members are informed of 211.

RESPONSIBILITIES

- Quality of Service:
- Support the local 211 service provider in validating QA processes for intake, referrals and potential barriers to both;
 - Make recommendations based on findings to improve the stakeholder experience;
 - Create partnerships with local influencers, including Advisory Council members, to promote 211 and elevate the profile from a quality-of-service perspective;

Sector and Public Profile Support:

- Conduct research and identify potential partners;
- Interact with United Way's various community wide initiatives and their respective stakeholder Tables to promote engagement in 211;
- Coordinate reporting and meetings with key stakeholders, as pertinent to the project;
- Identify opportunities to increase engagement across our region, both sector and population;
- Conduct presentations at local Councils, coalition tables and other social and community services providers tables to increase awareness about the service;
- In collaboration with the local 211 service provider, create a toolkit: template, infographic, elevator pitch, value proposition of a holistic referral system;
- Increase outreach to agencies as partner in creation of hyper-local, topic-focused navigation tools, and collaborate with local 211 service provider to create population-specific or sector-specific materials;
- Support dissemination of 211 marketing materials to stakeholders, including working with community associations, sports leagues, and others directly in contact with population in a leadership role to increase dissemination of materials, Increased marketing materials made readily available to the population through community connectors;

General:

- Support the tracking and sharing of data (i.e. participation at events; local 211 use and registration statistics analysis);
- Support ongoing stakeholder relations;
- Attend United Way and project specific special events and other functions as required;
- Share and promote best practices;
- Other duties may be assigned.

ASSIGNMENT DURATION

This assignment is a full-time position for one year starting August and includes professional training. The candidate must be available for the full duration of the placement.

QUALIFICATIONS

- Ability to organize and manage a diverse range of assignments and projects with high efficiency yet thorough attention to detail and follow through;
- Interpersonal skills complemented by the ability and desire to build relationships, motivate others, and encourage involvement in others;
- Strong organizational and time-management skills to balance multiple priorities and share and promote best practices;
- Excellent teamwork skills for working with a variety of individuals, (including senior managers) from diverse backgrounds and sectors;
- Knowledge of Eastern Ontario geography, rural and urban nuances and/or willingness to work with local experts to increase that expertise and apply it to one's work;

- High energy level with a flexible approach;
- Experience writing pitches and communication pieces;
- Relevant experience researching, identifying and qualifying prospects;
- Bilingualism (English/French) required.
- Full access to a vehicle and valid driver's license (requires travel across Prescott-Russell, Lanark and Renfrew Counties as well as Ottawa;
- Ability to communicate United Way East Ontario's mandate, mission and corporate vision to stakeholders.

BENEFITS OF THIS ASSIGNMENT

- Apply and refine the following professional competencies through experience in the non-profit sector: Communication; Interpersonal; Client Services; Self-Management; Thinking; and Organization;
- Opportunity to work with a dynamic community organization;
- Contribute to making our community stronger, healthier and safer for all;
- Network with United Way East Ontario staff and volunteers;
- Learn more about the needs, geography and services available within our region.

HOW TO APPLY

Community Secondment Program benefits, terms and conditions are available on our [website](#). Applicants should review this material with their manager and obtain their manager's approval to apply.

To apply please forward your resume and a cover letter (maximum 500 words) to jbraknis@unitedwayeo.ca
Please indicate which positions are of interest and copy your manager in your submission