Job Title: Manager, The Basics- Southwest Alabama
Department: Community Impact
Reports to: Vice President of Community Impact
FLSA Status: Exempt

The following statements describe the general nature and level of work performed. They do not represent an exhaustive list of all responsibilities, duties and skills required of this position.

Summary & Scope:
This position will oversee the implementation of The Basics-Southwest Alabama through five key strategies and will work in coordination with other United Way of Southwest Alabama staff, community partners, and volunteers.

Essential Duties & Responsibilities
- Regional Communications: Implement a broad-based communications campaign (including social media, newsletters, and advertising) to raise awareness and understanding of the importance of early childhood development and to increase the utilization of The Basics as a tool for all families and caregivers.
- Partner Organizations and Sector Focused Outreach: Coordinate training, supporting materials, and resources for partner organizations that work with young children and families to implement the use of The Basics with staff and the clients they serve. Lead strategic outreach with community partners, including business, education, health sectors, and faith communities, etc.
- Targeted Neighborhood Outreach: The communications campaign and on-the-ground outreach will have priority components intended to reach key neighborhoods where children are most likely to not be prepared for kindergarten.
- Regional and Network Leadership: Become a visionary leader within The Basics network and establish Southwest Alabama as a recognized regional, state, and national The Basics community. Additionally, provide support and guidance to new The Basics communities in Southwest Alabama as needed through Community Impact expansion.
- Develop and Implement Sustainability Strategy: Establish plan of action to ensure sustainability and future funding for The Basics, grant research and writing will be essential for the program’s long-term success. Manage program budget.

Professional Competencies:
- Mission Focused
- Collaborator
- Brand Steward
- Relationship-Oriented
- Self-Managed
- Communicator
- Results-Driven
- Socially Responsibility and Good Steward
- Team-Builder

Core Competencies and Required Skills:
- Must display exemplary customer service skills.
- Must successfully display outstanding sales and/or fundraising skills.
- Must be detail-oriented, with ability to manage and analyze data.
- Must demonstrate ability to effectively motivate volunteers and staff.
- Must be able to plan, execute, and evaluate program implementation.
- Must be able to compose and edit business letters, reports, and a variety of other documents.

Supervisory Direction Received:
- Position works under the general direction of the Vice President of Community Impact.
- Position requires planning and arranging of own work in relation to overall set objectives of portfolio.
- In the absence of the Vice President of Community Impact, or by his/her direction, the President/CEO will provide direction.

Working Relationships:
• Partner with UWSWA staff and partner agencies’ staff, other nonprofits, civic and religious organizations, child care facilities, school systems, health departments, obstetricians, hospitals, institutions of higher learning, government entities, and other organizations to create a plan to work with new parents.

**Supervises:**
- No direct staff reports.

**Education and Training Required for this Position:**
- Bachelor’s Degree in Elementary Education or Early Childhood Education preferred.
- Master’s Degree preferred.
- Experience in community organizing, social services, public health, and/or early childhood education preferred.
- An understanding of early childhood development and the impact that The Basics and other early learning programs can have on children, families, and caregivers.
- A background of progressive leadership experience in a nonprofit management or education and demonstrated knowledge of collective impact principles.
- Demonstrate success in organizing and executing programs targeted at creating measurable and meaningful social change.
- Outstanding verbal, written, and presentation skills, with an ability to listen actively and communicate to multiple audiences.
- Experience with managing operational budgets.
- Experience using data for decision making purposes.
- Ability to work independently or collaboratively in a variety of settings.
- Ability to manage people and projects to meet deadlines.
- Capacity to develop, organize tasks, and reach reasonable goals.
- Able to provide own transportation to such meetings at various locations around South Alabama.
- Availability to work a flexible schedule as needed for meetings and events (which may include nights and weekends).
- Understanding of and commitment to the mission, vision, and goals of United Way of Southwest Alabama.

**Previous Work Experience:**
Minimum of 3-5 years of work experience that aligns with this position’s requirements.

**Technical Knowledge:**
- Proficiency with a Windows operating system, MS Word, Excel, PowerPoint, Outlook, the Internet, and virtual meeting platforms.
- Experience with donor processing systems/CRM preferable.
- Reliable automobile, valid driver’s license, and qualifying automobile insurance are required.

*What is described here is representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

**UWSWA DEI Statement**

United Way of Southwest Alabama (UWSWA) recognizes and appreciates the unique contributions of diverse individuals and organizations in all aspects of our work. We know that by bringing diverse individuals and viewpoints together and by centering the needs of community members, we can collectively and more effectively support opportunities for a better life for all.

The United Way of Southwest Alabama recognizes and acknowledges the centrality of racism, enslavement, and exploitation to our regional history. We fully acknowledge the detrimental effects of all types of discrimination including that related to race, ethnicity, color, religion, creed, age, sex, national origin or ancestry, marital status, veteran status, sexual orientation, gender identity, and status as a qualified disabled or handicapped individual. We publicly and wholeheartedly denounce all notions of supremacy and will constantly seek unity in every area of the organization.

UWSWA takes the broadest possible view of diversity, going beyond visible differences, to affirm the spirit of all individuals, including the realities, background, experiences, skills, and perspectives that make each person who they are. Engaging the power of diverse talent and partners results in innovative solutions necessary to address complex issues. We understand that these practices will
not happen organically, so we will make every effort to be intentional, relentless, and steadfast in assuring that we are equitable and inclusive in our staff, board and community decision-making. We acknowledge that embodying this stance requires a willingness to listen with humility, to reflect with courage, and to abandon some traditional ways of knowing, relating, and organizing that impact people negatively.

Diversity and inclusion are at the core of what it means to LIVE UNITED.

**Job Holder Name:**

**Job Holder Signature:**

**Job Supervisor Signature:**

**Date:**