



United Way of Asheville
and Buncombe County

Position Announcement – December 2020
Vice President of Community Engagement
United Way of Asheville and Buncombe County
Asheville, NC

ORGANIZATION OVERVIEW

Located in downtown Asheville, United Way of Asheville and Buncombe County (UWABC) is a 501(c)(3) nonprofit organization primarily serving Buncombe County in the mountainous region of Western North Carolina. Established in 1921, UWABC is the oldest United Way in North Carolina and, with a \$5M budget and roughly 50 staff, it is the largest United Way in the western part of the state.

United Way of Asheville and Buncombe County envisions a united and resilient community where everyone belongs and everyone thrives. We mobilize and support a robust network of people, partners and resources to co-create opportunities for every person in our community to live free of poverty and injustice.

This is an exciting and pivotal moment for UWABC. As we prepare to celebrate our centennial anniversary in 2021, we are rolling out a new strategic plan that deliberately centers our work around equity, and explicitly names the [community school strategy](#)—an equity-based approach to elevating student success, supporting families, and engaging communities—as the organizing framework for accomplishing our mission. Meanwhile, the recent outbreak of COVID-19 and the resulting impact on vulnerable populations in particular, demonstrates how critical time-tested UWABC strategies like NC 2-1-1 and volunteer engagement are for our community’s resilience.

Over the course of the last 12 months, UWABC has also been reflecting on our current and past community engagement practices and envisioning how we might show up differently in order to effect meaningful, lasting change in Buncombe County. This has included grappling with what it really means to Live United in the context of our commitment to racial equity and justice, and what would a transformational community engagement strategy for UWABC look like?

We are looking for a highly collaborative, experienced leader to help develop and implement this strategy in the newly created role of Vice President of Community Engagement. The ideal candidate will align with the following UWABC guiding principles:

- **Equity at the Center** - Recognize and challenge the dominant culture narratives, norms and power structures that prevent all people from belonging and thriving
- **Courageous Leadership** - Live out our Vision, Mission and Guiding Principles with empathy and compassion, even when difficult or unpopular

- **Collective Wisdom** - Ensure that our work is guided by community expertise, including the lived experience of people most impacted by poverty and injustice
- **Embracing Change** - Continuously learn, innovate and evolve to confront emerging challenges and opportunities
- **Accountability Driven** - Earn community trust through dependability, transparency and a commitment to achieving results

POSITION SUMMARY

Reporting to the President and CEO, the Vice President of Community Engagement serves as an integral member of the executive leadership team and is responsible for the development and supervision of UWABC's community engagement strategy.

This is a new position for United Way of Asheville and Buncombe County. As such, the Vice President of Community Engagement will have a unique opportunity to design the position to best fit the broad vision and objectives of the department, which include:

- **Building authentic relationships and trust**, particularly in communities with lived experience of poverty and injustice
- **Identifying, amplifying and uplifting grassroots initiatives and leadership** aligned with UWABC's vision, mission and focus
- **Driving broad community participation** in decision-making, volunteerism and other UWABC experiences
- **Leading an "Equity Change Team"** composed of UWABC staff, board and community members

Key Attributes

Experienced leader with a track record of:

- Building and maintaining trusting relationships with BIPOC-led groups and initiatives, communities of color, and other community stakeholders with lived experience of poverty and injustice
- Engaging diverse stakeholders, including youth, in the process of co-designing solutions to complex challenges
- Consistently evaluating all work through an equity lens
- Designing and coordinating volunteer-based projects or experiences
- Designing and coordinating community events
- Working effectively with diverse collaborators, both from within and outside of the organization
- Developing and leading high-performing teams

IDEAL AND MINIMUM REQUIREMENTS

- A minimum of five years of leadership experience in community engagement with a community organization **AND/OR** a Bachelor's degree in Social Work, Social Planning, Public Administration, Business Administration, Political Science, or related field.

- Local residents, people of color and other applicants with lived experience are encouraged to apply.

Competencies:

- Deep commitment, understanding, and knowledge of equity and inclusion practices
- Strong interpersonal skills, including conflict management and relationship-building
- Ability to work independently with minimal supervision and collaboratively, both within and across departments
- Organized and able to prioritize, plan, and meet deadlines
- Strong verbal and written communication skills
- Knowledge/experience with public school systems
- Leading, managing and building staff teams
- Experience and comfort presenting to diverse audiences of all sizes
- Demonstrated experience or ability to learn multiple software platforms, including GSuite, Asana, AirTable, and Salesforce
- Awareness or willingness to learn about the local historical and cultural context
- Commitment to excellence and a passion for the vision, mission and focus of United Way of Asheville and Buncombe County

Physical and Other Requirements:

- Ability and willingness to show up consistently across the community, especially in historically marginalized neighborhoods
- Must be willing to work a non-standard work schedule including nights, weekends, and other unusual hours on occasion
- Some overnight travel may be required
- Valid driver's license and proof of insurance or ability to obtain upon employment

OTHER DETAILS

Reports To: President and CEO

Supervises: Team of 2-4 people, to be determined

Hours: 40/week.

Salary and Benefits: \$75,000 - \$80,000 plus full benefits, including: paid vacation, sick and personal leave; employer contributions to 401(k), contributions to health, dental and vision insurance benefits, life and disability insurance, and coaching and support.

United Way of Asheville and Buncombe County is an equal employment opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law.

[Click here to apply.](#)

Note you will need to upload your Cover Letter and Resume as a single PDF.