

**POSITION TITLE: Director of 211 and Community Resources****FLSA STATUS:** Full Time/Salaried-Exempt**DEPARTMENT:** Community Investments**REPORTS TO:** Vice President of Community Investments**COMPENSATION:** \$65,000-\$75,000, plus benefits package**POSITION PURPOSE:**

Under the direction of the Vice President of Community Investment, the Director of 211 and Community Resources is responsible for the management and growth of the 211 Call Center and the Resource Directory, both of which cover a 15-county footprint in the TN-AL-GA tri-state area. The Director of 211 and Community Resources will be a key people leader, managing the 211 Call Center and Resource Directory team. The Director will be the technology lead for all platforms and programs related to optimizing and growing 211's impact and must have an inclination for metric-driven performance management. The Director will also serve as the lead partner for external partners needing to partner with UWGC's 211 and Resource Directory.

**KEY RESPONSIBILITIES: CALL CENTER OPERATIONS**

- Oversee the daily operations of the 211 Information and Referral Center
- Supervises and evaluates 211 Community Resource Specialist, Bilingual Community Resource Specialist, 211 Navigators and Community Resource Coordinator, volunteers, interns, etc.
- Develop and maintain 211 call center policies and procedures.
- Develop process improvement plans for all aspects of the 211 Call Center, Resource Directory, and affiliated programs or tools
- Ensure complete high quality customer service through development, implementation and enforcement of call center performance standards, including: data entered into Callpoint, customer service, performance data. Work towards Alliance for Information and Referral Systems (AIRS) accreditation.
- Provide call center support to de-escalate caller conflict and resolve caller issues.
- Maintain confidentiality of all callers.
- Develop staff schedules to provide adequate coverage of phone lines, including availability of bilingual staff.
- Conduct administrative duties which may include: timesheets, mileage, process purchases, schedule trainings, approve PTO, etc.
- Participates in divisional meetings and facilitates call center meetings.
- Facilitate and maintain scheduled plan for 211 staff certification and recertification through AIRS.
- Participate in AIRS, United Way Worldwide 211, TN AIRS and other related meetings to stay up-to-date on 211 trends that will impact service delivery.

**KEY RESPONSIBILITIES: RESOURCE DIRECTORY/MICROSITE**

- Oversee the Community Resource Coordinator's management of operations of the microsite and the updating of the 211 Resource Directory.

- Review and evaluate work being conducted on the Resource Directory and provide support as needed to the Community Resource Coordinator.
- Meet with the Community Resource Coordinator to discuss annual plan and ensure that the plan is being accomplished throughout the year.
- Participate in meetings related to WellSky to stay abreast of microsite updates and maintenance of the microsite.
- Participate in meetings with the Chattanooga Regional Homeless Coalition in order to maintain a partnership that is conducive to the continuation of services related to Service Point, Call Point, access to the resource directory and the microsite.
- Work with Community Resource Coordinator to generate monthly reports regarding microsite usage and evaluate success of the program.
- Serve as back-up support on calls
- Lead customer service improvements by developing customer surveying and process improvement

### **KEY RESPONSIBILITIES: TECHNOLOGY**

- Administrate UW 2-1-1 database systems (database, 2-1-1 App, email, text, and phone system). Maintenance of Service Point licenses and Microsite annual plan.
- Ensure implementation and monitoring of efficiency improvements and changes to operations
- Continuous improvement of the processing of data and data management solutions  
Perform system customization as needed to all systems (database, 2-1-1 App, 2-1-1 Facebook/email, text, and chat)
- Assure compatibility and efficiency of database applications through ongoing system monitoring and evaluation
- Serve as lead contact with United Way Worldwide's National Data Platform initiative and state-wide initiatives with other 211s across Tennessee
- Design and recommend processes, systems, procedures, and operational changes to increase efficiency and effectiveness of the databases (database, 2-1-1 App, 2-1-1 Facebook/email, text, and chat)
- Stay informed on Call Center technology
- Perform trouble-shooting tasks to help diagnose and correct system problems
- Monitor and modify the different platform systems to achieve optimum level of performance (database, 2-1-1 App, 2-1-1, email, text, and phone system)
- Work with computer software vendor and UPIC to coordinate technical support and solutions
- Investigate and troubleshoot any technology or reporting issues

### **KEY RESPONSIBILITIES: DATA ANALYSIS AND REPORTS**

- Work with United Way Data Team to generate reports and conduct appropriate evaluations to assess: e.g. staff scheduling effectiveness, interactive voice response (IVR) effectiveness and call type trends using the EPB supervisor dashboard.
- Identify effective contact center metrics measurements
- Generate effective daily, monthly and quarterly contact center metric reports
- Work with Director of Impact Data to analyze data and survey results and prepare data as requested for various departments, funders, and partners

### **KEY RESPONSIBILITIES: MARKETING AND COMMUNITY ENGAGEMENT**

- Work with the Data Team and VP of Community Investments to ensure the Marketing Dept. has updates on the progress of all 211 services to be used in year-round communications.
- Interface with Community and Corporate Engagement team on programmatic needs, promotional opportunities, annual campaign/speaker's bureau, etc.
- Coordinate and interface with all departments to ensure consistency of communications
- Recruit/train/supervise/utilize ancillary personnel, including agency volunteers, college interns, and volunteers, as needed, for all departmental needs.
- Create new ways to utilize and promote the data generated out of the 211 Call Center to support design of solutions to community issues.

### **KEY RESPONSIBILITIES: FISCAL MANAGEMENT**

- Responsible for being fiscally responsible for expenditures made by 211 within the parameters of the Board approved budget.
- Provide all documentation necessary for proper processing of expenses, revenue, program fiscal issues, etc. to the VP of Community Investment and Finance Department
- Explore other revenue streams for services expansion, etc.
- Work with Grants Manager, providing program documentation and data as needed to ensure funding continuation for 211.
- Provide funder required reports for accountability of the funding and the management of the program.

### **MINIMAL JOB REQUIREMENTS**

- **Education:** Masters preferred or bachelor's degree in health and human services, business, or related field
- **Management Experience:** 3 years of management and supervisory experience with a focus on building culture of excellence and improving operational performance
- **Skills:**
  - Must possess positive attitude, be highly motivated and self-directed
  - Advanced Microsoft Suite skills
  - Excel proficiency required
  - Tech savvy and highly adaptable
  - Strong problem solving, analytical, and investigative skills.
  - Experience and skill in performing data analysis and reporting.
  - Proven ability to effectively manage multiple priorities-multi-tasker.
  - Superior organizational and analytical skills.

### **Additional Skills Preferred:**

- Call Center experience, preferably supervisory
- Knowledge of human services program delivery
- Experience with telephone systems/terminology and contact center software and use
- Demonstrate excellent attention to detail
- Must exhibit solid interpersonal skills and effective communication in working with various personnel inside and outside the department.
- Exposure to team facilitation and project management.
- Strong problem solving, analytical, and investigative skills.
- Experience and skill in performing data analysis and reporting.
- Proven ability to effectively manage multiple priorities-multi-tasker.

**Position Type/Expected Hours of Work**

This is a full-time position. The 211 Call Center is open Monday through Friday, 8:00 am to 5:00 pm, and this salaried role may work additional hours as needed.

*United Way of Greater Chattanooga is committed to equal opportunity employment by affirming the value of diversity and by promoting an environment free from discrimination. UWGC encourages people of diverse backgrounds and experiences to apply for this position.*

*Updated : December 16, 2022*