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**Community Engagement Manager**

**JOB DESCRIPTION**

**ORGANIZATION**

Veterans Bridge Home helps Veterans successfully transition home after military service by identifying their unique needs and goals then connecting them to available community, state and federal resources. We seek to elevate the community's understanding of Veteran issues, to provide solutions and to deepen collaboration among employers, educators and human service providers.

We believe our team is our greatest strength. VBH is committed to our mission through our people. Each of us understands the context and complexity of the need for a coordinated network, as a transformative way to propel veteran service delivery, city by city, then connecting these networks across the country. We employ team members that have experienced transitioning from the military, bringing to our work empathy, passion to assist and the belief that local communities become stronger by integrating our veterans.

**POSITION SUMMARY**

Reporting to the VP of Advancement, the Community Engagement Manager (CE) develops, implements, and oversees execution of the Community Engagement program to build community awareness, partnerships, and communications to maximize the success of identifying Veterans and connecting them and their families to their community. This role aligns events, programming, and volunteers with VBH’s mission and annual goals which supports the organization’s strategic plan. This is achieved by identifying and engaging Veterans through key community relationships, programming, digital and social media, volunteer opportunities, and media relations with a careful and deliberate process of participation tracking at in-person and virtual events throughout the region.

This role is responsible for the Community Engagement operations across the footprint of VBH. Utilizing technology platforms to track Veteran engagement and communication channels, the CE Manager provides overall management and support for the activities and efforts of VBH’s Team and partners in community building activities. This role will implement best practices in maintaining the integrity of the information in the database to ensure accurate, appropriate, and timely data entry to ensure we have a clear picture of attendance, personal and military demographics, consistent communications, as well as follow up and care coordination.

The CE Manager is responsible for the daily operations of the Community Engagement team as well as VBH Teammates efforts in support of CE events. The CE Manager is responsible for supervising, leading and mentoring the Community Engagement Assistant and working closely with the market Network Directors and Care Coordinators to ensure a seamless continuum of care between Community Engagement and Care Coordination. They will organize and prioritize effort through the analysis of data, the flow of information and the overall success of converting veteran attendees into referrals for Care Coordination. CE team will Identify and prioritize veterans and vulnerable groups who would most benefit from social capital and improved access to services. Creating opportunities to identify, engage, connect and ultimately care for Veterans’ Social Determinants of Health (SDOH) while measuring the flow of individuals along that continuum not only informs CE Strategy, but informs Advocacy efforts of VBH at the local, state and Federal Levels.

The CE Manager will be flexible and adept at management of multiple tasks and deadlines in a fast-paced office and at times remote environment. Applicant must have the ability to handle confidential matters with discretion. In addition, the CE Manager will provide high level customer service and individual attention to the needs of multiple VBH constituents. This position requires some nights and weekend staffing at special events. They will consistently project an enthusiastic, positive approach that contributes to a collegial and closely-knit organization culture. The ideal candidate will have the ability to work collaboratively with strong written and verbal communication, administrative, and organizational skills.

**DUTIES & RESPONSIBILITIES**

* Provide leadership, supervision and mentoring for Community Engagement Assistant, Captains, and volunteers to include answering questions, providing guidance on events, creating referrals, providing information on community resources, and making decisions on how to proceed with difficult veteran needs.
* Lead the Community Engagement efforts to achieve tactical and operational goals outlined in the annual VBH work plan as dictated by grant and funding requirements.
* Plans, resources, and executes Community Engagement events alongside VBH Teammates, Captains, Volunteers, and different Veteran groups.
* Ensures consistent, engaging, and entertaining events occur in each major market building community and creating connections throughout the Veteran community.
* Working with strategic partners to co-host or compliment events and efforts to identify veterans, increase awareness of services, and invite them to take part in care coordination.
* Use available systems (Galaxy Digital, UniteUs, Constant Contact, and social media) to capture attendance and other output measures  to inform our ability to grow CE activities and engage veterans with social capital building opportunities.
* Ensure the timely and effective triage of veterans seeking assistance/services; oversee the process of identification and support of veterans to be contacted by Care Coordinators, Interns, or volunteers.
* Ensure efficient and effective recruitment and training of Captains and volunteers to build a broader base of Veterans in communities across the VBH footprint.
* Engage with Veterans and community partners to ensure utilization of the software platform; engage with partner organizations for Unite Us training and Referral questions; assist partners with concerns or questions as needed
* Manage and facilitate the coverage and execution of events with Care Coordinators, Interns, and Network Directors; organize coverage of Community Engagement events.
* Develop and provide continuous quality improvement of workflows and training tools
* Develop and update SOPs, manuals, and process diagrams specific to Community Engagement.
* Oversee capture and management of all Veteran and volunteer attendance and ensure that they are regularly updated for accuracy
* Monitor Attendance and conversion to coordination center through Unite Us exports to inform improvements to veteran engagement and care.
* Generate daily, weekly, monthly, and quarterly reports on veteran engagement, care coordination conversion, and overall outreach performance.
* Direct and implement new standards around documentation and workflow of CE events and efforts
* Pull reports and compare to service provision to inform Advocacy priorities for VBH at the local, state and federal levels – with public and private funders.
* Responsible for the production of the weekly veteran newsletter and the promotion of all CE events/activities.
* Assist in provider engagement and represent VBH/NCServes at community functions as needed
* Coordinate volunteers to help extend the reach of our mission to underserved areas and populations, particularly those outside of Mecklenburg County.
* Utilize Salute to Service Lounge as an asset to improve Community Engagement performance

**Additional Job Requirements**

* Strong relationship management skills with the confidence, energy and poise to work with all levels of internal team members and external clients
* Must be detail oriented, organized, and handle multiple tasks simultaneously.
* Strong verbal (Public speaking) and written communication skills.
* Proficient in MS Word, Excel and PowerPoint.
* Must be able to work a flexible schedule
* A strong desire and passion to assist Veterans
* Must possess strong written and verbal communication skills and have the ability to communicate with tact and diplomacy.
* Warm, personable, positive individual with integrity and a sense of humor who interacts well with donors, board members, and internal staff.
* Strong social skills, emotional intelligence, and ability to build and strengthen relationships with Veterans
* Ability to treat information with the highest respect for confidentiality.
* Self-starter with ability to problem solve and collaborate across the organization.
* Strong attention to detail with ability and desire to follow established procedures.
* Ability to multi-task, prioritize, manage multiple deadlines simultaneously.
* Strong organizational and presentation skills.

**QUALIFICATIONS**

* Bachelor’s degree required
* 3+ years community relations, event planning, marketing or similar environment, and events preferred.
* Preference given to Veterans, Guard/Reservists, or military spouses.
* RaisersEdge/Blackbaud experience or CRM a plus.

**SALARY AND BENEFITS**

* Retirement plan (401K) including company match
* Paid time off (PTO)
* Paid Mileage
* Flexible schedule
* Professional development assistance
* Health insurance stipend ($5,000/year paid in 12 monthly installments)
* Cell phone stipend

**QUESTIONS or INTEREST IN POSITION**

* Contact or send resume & cover letter to careers@veteransbridgehome.org