

JOB DESCRIPTION: 211 DATABASE SPECIALIST

PURPOSE OF POSITION

United Way of Southern Kentucky 211 manages the region's most comprehensive resource database of health and human services. The 211 Database Specialist plays a key role in maintaining and expanding this database, ensuring individuals and families seeking assistance can quickly and accurately connect with the services they need. By curating and maintaining the UWSK 211 database, this role directly supports the contact center specialists, community partners, and digital platforms that help thousands of residents navigate social services.

KEY RESPONSIBILITY AREAS:

1. Follow processes that assure the accuracy, consistency, integrity, and timeliness of the database.
2. Gather, update, and enter data for new and existing community resources.
3. Use excellent grammar and writing skills to encapsulate and describe the details of agencies' services, eligibility requirements, application process, etc.
4. Assist the 211 Director of Operations and the 211 Contact Specialist in keeping up to date with practices for maintaining the resource database and updating the policy and procedures documents as needed.
5. Adhere to Inform USA standards, UWSK's style guide and inclusion policy, and the 211 Human Services Indexing System.
6. Conduct routine and annual agency updates, checking for accuracy, consistency, and duplicate entries.
7. Review and process agency submissions, ensuring data integrity and accessibility.
8. Identify new services and seasonal programming opportunities to expand the database and enhance community support.
9. Develop and maintain in-depth knowledge of the database system including but not limited to data entry, reporting, system maintenance, etc.
10. Maintain comprehensive knowledge of the taxonomy system used for the resource database.

11. Proactively collect updates from agencies, prioritizing high-impact services to meet evolving community needs.
12. Engage with agencies to encourage participation in the 211 database and follow up on non-responsive organizations to maintain up-to-date records.
13. Provide backup support in the 211 Contact Center as needed.
14. Participate in resource development efforts as requested.
15. Complete other projects/duties as assigned.

WORKING RELATIONSHIPS:

- Reports directly to the Director of 211 Operations
- Collaborates with the 211 and kynect resources team
- Participates in UWSK initiatives with all UWSK staff in a team environment

KNOWLEDGE, SKILLS, ABILITIES:

- Bachelor's degree in Social Services, Library or Data Science, Information Systems, or related field preferred.
- Three years related experience and/or training in database maintenance, social and human services, or library science preferred.
- Familiarity with social services systems and agencies preferred.
- Required to obtain the Certified Resource Specialist – Database Curator credential from Inform USA.
- Proficiency with Microsoft Office.
- High level of professionalism, confidentiality, and capacity to work independently.
- Ability to work a flexible schedule in times of disaster.
- Strong skills in synthesizing, writing, and editing information from diverse sources (press releases, newspapers, websites, etc.), adhering to style and formatting guidelines.
- Excellent verbal and written communication skills and attention to detail, accuracy, and organization.

- Ability to manage multiple tasks effectively in a fast-paced environment.
- Passion for the mission of United Way and dedication to improving access to social services.

CORE COMPETENCIES REQUIRED:

- Adaptability
- Initiative
- Communication and Organizational Skills
- Results Orientation
- Problem Solving
- Self-Development
- Technical Expertise
- Project Management
- Accountability/Brand Stewardship

BEHAVIORAL EXPECTATIONS:

1. Represents United Way of Southern Kentucky positively, professionally, courteously, and effectively.
2. Assists or takes on new tasks to help UWSK achieve its mission.
3. Integrates UWSK's business strategies by building positive internal and external relationships.
4. Maintains confidentiality regarding personnel and organizational information.
5. Adheres to and models the UWSK Code of Ethics at all times.

Note: The description given is intended only to provide information about the general nature of the job and is not an all-inclusive list of the job duties, skills, or abilities which may change.