

## POSITION PROFILE - DIRECTOR OF 211

KP Companies is partnering with Greater Twin Cities United Way (GTCUW) to identify a strategic, community-centered leader to serve as Director, 211.

As a key member of the Community Impact Leadership Team, this leader will work closely with internal and external stakeholders to integrate community impact perspectives across the organization while advancing the strategy, performance, and long-term sustainability of 211 services, alongside closely aligned crisis response systems including 988.

This role calls for a leader with a strong understanding of large-scale service delivery models within complex, community-centered systems. The Director will ensure that 211 continues to operate as a critical, accessible entry point for individuals seeking support, while evolving its role within a broader ecosystem of behavioral health and crisis services. Equally important, this leader will strengthen the connection between 211 and its broader community value, clearly articulating its impact to stakeholders including partners, donors, and service users.

The three primary functions of this role include:

- 211 community resource helpline program management
- Integration and alignment with 988 suicide and mental health crisis services
- Advancing social services systems change

## THE ORGANIZATION - GREATER TWIN CITIES UNITED WAY

### **Mission**

Unite changemakers, advocate for social good, and develop solutions to address the challenges no one can solve alone.

### **Vision**

A community where all people thrive regardless of income, race, or place.

### **Values**

Equity, Collaboration, Agility, and Transparency

Greater Twin Cities United Way works alongside community partners to meet urgent needs and create lasting change across housing, food, education, and economic opportunity.

Through responsive services and collaborative partnerships, the organization is committed

to disrupting systems, unlocking human potential, and building a more equitable future.

## **JOB RESPONSIBILITIES**

### ***Strategy and Program Management (40%)***

- Develop and execute the strategic direction for 211 in partnership with the Senior Vice President of Community Impact, ensuring alignment with organizational priorities and long-term community impact goals
- Support strategic alignment between 211 and 988 services, ensuring coordination across systems that serve individuals in moments of need
- Oversee financial and resource planning, including budget management and coordination of funding strategies to support program sustainability and growth
- Leverage and proactively advance community data and insights to inform decision-making, advocacy strategies, and service delivery improvements, ensuring 211 remains ahead of emerging community needs
- Strengthen the positioning of 211 as an essential community asset by clearly articulating its value to stakeholders including donors, partners, and service users
- Steward and grow brand awareness in partnership with Marketing and Communications, elevating visibility and understanding of 211 across the region
- Navigate and anticipate evolving government priorities, policy landscapes, and public funding dynamics, positioning 211 effectively within broader systems conversations
- Collaborate across departments including HR, Finance, IT, Marketing, and Advancement to ensure alignment, integration, and operational effectiveness
- Serve as a senior leader, contributing to organizational strategy and participating in both the Senior Leadership Team and Community Impact Leadership Team
- Set and steward a long-term strategic vision for 211 that intentionally leverages technology, data, and emerging tools to support sustainable growth, system integration, and improved community outcomes

### ***People Leadership (30%)***

- Hire, manage and develop an effective, high-performing team.
- Communicate clear performance expectations, ensure appropriate feedback in a timely manner, and delegate effectively to ensure the mission, roles and responsibilities of each team member is clearly understood.
- Contribute to a strong Community Impact people leader culture including providing

guidance and mentorship, managing conflict, and ensuring productive collaboration across teams.

- Support United Way's diversity and inclusion efforts.

### ***External Relationship Management & Fundraising (20%)***

- Develop funded partnership opportunities with government agencies, nonprofits, and private sector partners to advance 211 and 988 initiatives and ensure program sustainability.
- Foster external collaboration at local, state, and national levels to reduce duplication of services, leverage community resources, and strengthen collective impact and improve systems.
- Collaborate with Advancement to create strategies for diversifying funding sources, driving revenue generation, and supporting donor cultivation and stewardship.
- Represent 211 publicly, including media engagements, community forums, and advocacy efforts to promote policy and funding support at all levels.
- Partner with statewide and national networks, including Minnesota 211s, United Ways of Minnesota, and national 211 counterparts, to advance strategic goals and strengthen the reputation of MN 211.

### ***Service Delivery and Operations Management (10%)***

- Oversee all operational aspects of 211, including staffing, budgets, contracts, and program infrastructure
- Ensure high-quality, compliant service delivery aligned with regulatory standards, data privacy requirements, and accreditation bodies such as Inform USA
- Bring strong operational leadership to high-volume, real-time service environments, ideally with experience in call center or employee assistance program models
- Drive innovation and continuous improvement, incorporating emerging technologies and service delivery enhancements to increase impact and efficiency
- Oversee data integrity, reporting, and performance metrics to support evaluation, governance, and strategic decision-making

## **QUALIFICATIONS**

Below are some of the typical requirements for a Director of 211. We recognize that skill sets

can be a complex combination of experiences. Even if your background does not exactly match these requirements, but you have a passion for our work, we would love to hear from you and we recognize the value of transferable skills.

### **Experience**

- Minimum of 7 years of experience in program management, nonprofit leadership, advocacy, social services, or related fields
- Strong preference for experience in crisis services or community-based systems
- Demonstrated experience leading or operating within large-scale service delivery environments
- Experience working within or alongside call center or direct service delivery models
- Experience navigating government systems, policy environments, or multi-stakeholder ecosystems is strongly valued
- Proven ability to lead teams, manage complexity, and drive strategic initiatives

### **Additional Requirements**

- Ability to work in Greater Twin Cities United Way's downtown office multiple days per week
- Ability to travel throughout the 9-county metro area as needed
- Flexibility to work evenings and weekends when necessary
- Comfort serving as a public-facing leader, including media engagement and stakeholder presentations

## **EQUITY AND SALARY DISCLOSURE**

We believe in practices that create real equity and pay parity regardless of background or identity. We freely discuss compensation with all qualified candidates the first time we interview them. Saving the salary discussion for the first conversation allows us to understand the needs of each candidate fully and to ensure that qualified candidates, even those who've historically been overlooked and/or underpaid, don't self-select out of the processes based on salary alone, as our experience and research suggest. In addition to those who opt out because they fear the salary may be out of reach for them, we equally don't want to miss out on conversations with candidates who are slightly over the range

when, in some cases, the total compensation, including factors such as bonuses, flexibility, and better health benefits, etc. may exceed expectations. Finally, as a search firm, we always look for top-notch talent to introduce to our clients. Should the salary or any other requirement not be fit, there is often a chance that someone on our team is working on another position you may be a better fit for. If you would like to discuss your qualifications for this role and salary and compensation, just call us, and we'd be happy to discuss!

## **EQUAL OPPORTUNITY EMPLOYER**

Greater Twin Cities United Way and kpCompanies are equal opportunity employers and all employees and applicants for employment are afforded equal opportunity in every area of hiring and employment without regard to race, color, ethnicity, religious creed, national origin, ancestry, sex, gender identity, age, disability, mental illness, sexual harassment, sexual orientation, genetics, military/veteran status, citizenship, arrest record, and any other legally protected characteristic.

## **HOW TO APPLY**

If you are passionate about delivering community impact through programs and resources, and meet the qualifications listed above, please submit a cover letter, resume, and your salary expectations here. Early applications are highly encouraged.

*All submissions are received in the strictest confidence.*