

Position:	Director of Strategy & Community Impact
Reports to:	President and CPO
Schedule:	Full Time Schedule: Monday-Friday, occasional weekends and evenings as necessary
Location:	Office is in Grand Island
Position Summary:	Heartland United Way is seeking a strategic, community-minded leader to serve as our Director of Strategy & Community Impact. This role leads our efforts to understand community needs, identify opportunities for meaningful change, and develop strategies that improve outcomes across our four priority areas. The Director of Strategy & Community Impact uses data, community engagement, and evidence-based decision making to help shape our strategic directives, guide community investments, coordinate the local *ALICE initiative, and ensure resources are directed where they can make the greatest impact. This position is ideal for someone who is a connector who enjoys turning data into action, facilitating community conversations, building relationships, and turning insights into measurable results.

KEY RESPONSIBILITIES:

Strategic & Community Impact Leadership

- Lead the development and implementation of Heartland United Way's strategic strategies.
- Identify community needs, trends, and opportunities through research, data analysis, and stakeholder engagement.
- Develop strategies and recommendations that advance positive outcomes in Healthy Community, Youth Opportunity, Community Resiliency, and Financial Security.
- Support organizational decision-making through data-informed planning and evaluation.

Community Engagement & Needs Assessment

- Facilitate community conversations, listening sessions, and stakeholder engagement activities.
- Gather and analyze community feedback to better understand local needs and priorities.
- Build strong relationships with nonprofit partners, community leaders, businesses, schools, and public agencies.
- Share findings and recommendations through presentations, reports, and public forums.

ALICE Initiative Leadership *ALICE – Assets, Limited, Income, Constrained, Employed”

(unitedforalice.org)

- Coordinate the local rollout and ongoing implementation of the ALICE initiative.
- Serve as the organization's resource on ALICE data and trends impacting local households.
- Incorporate ALICE findings into strategic planning, funding decisions, and community impact efforts.

Community Investment & Community Impact Grants

- Manage the Community Investment and Community Impact grant processes and related volunteer engagement.
- Monitor funded programs and evaluate outcomes to ensure accountability and impact.
- Collect, analyze, and communicate community and program-level data.
- Prepare reports, dashboards, and impact stories that demonstrate results and inform future priorities.

Skills, Knowledge and Experience

Required Qualifications

- Bachelor's degree or equivalent combination of education and experience.
- Two or more years of experience in nonprofit leadership, community development, grantmaking, program evaluation, public service, or a related field.
- Experience working with data, program outcomes, and community-focused initiatives.
- Community Connector with strong communication, relationship-building, and facilitation skills.
- Ability to think strategically, manage multiple priorities, and work independently.

Preferred Qualifications

- Experience with community needs assessments, impact measurement, or strategic planning.
- Familiarity with grantmaking or community investment processes.
- Knowledge of ALICE data or similar community data tools.
- Understanding of nonprofit and community-based organizations.

What Success Looks Like

In this role, you will help Heartland United Way:

- Better understand the needs of our communities.
- Use data and community voices to guide decision making.
- Align investments with our most important priorities.
- Strengthen outcomes for individuals and families.
- Drive measurable, lasting community impact.

Why Join Heartland United Way?

This is an opportunity to help shape the future of our region by turning community insights into action. You'll work alongside dedicated staff, volunteers, community partners, and leaders who are committed to improving lives and creating meaningful change.

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