

Vice President for PA 211

Reports to: United Way of Pennsylvania President

The Vice President for PA 211 provides strategic and operational leadership for the development, performance, sustainability, and continued evolution of Pennsylvania's statewide 211 system. This is a senior leadership position responsible for translating the vision for a strong, statewide 211 network into measurable results. **The ideal candidate is a strategic systems leader who combines vision with execution.** They can see what Pennsylvania 211 needs to become over the next five to ten years while setting realistic and achievable short-term goals to build toward that vision. They are skilled at leading through influence, building alignment across independent organizations, developing sustainable resources, using data to drive decisions. They bring the judgment to make disciplined choices about what the organization should – and should not – take on.

Pennsylvania's 211 system operates through a federated network of regional providers. The VP of PA 211 unites the team of statewide staff and regional contact center staff to ensure that people across the Commonwealth experience a **consistent, high-quality 211 service regardless of where or how they access the system**, while building a **sustainable funding model capable of supporting the system's long-term infrastructure, technology, workforce, and innovation.** The VP of PA 211 will serve as a catalyst for system-wide improvement, working across the statewide organization, Qualified Regional Providers, local United Ways, funders, government partners, and other stakeholders.

Responsibilities

Lead the Strategy and Evolution of the Statewide 211 System

- Advance a focused, compelling vision for the future of Pennsylvania 211 consistent with the PA 211, Inc. strategic plan and statewide network priorities, which executes on PA 211's mission and values for a customer-centered service.
- Translate strategic priorities into executable annual and multi-year plans, with defined outcomes, milestones, owners, resources, and measures of success.

- Identify emerging opportunities in technology, service delivery, partnerships, funding, data, and innovation that could strengthen the statewide system.
- Assess opportunities based on organizational capacity, financial sustainability, strategic alignment, and the ability to execute.

Build a Sustainable Funding Model

- Partner with the UWP President on the development and execution of a diversified, sustainable funding strategy for the statewide 211 system.
- Promote and increase visibility of PA 211 special projects and impact initiatives which are replicable at the state and local level.
- Identify opportunities for public funding, philanthropy, corporate partnerships, contracts, fee-for-service offerings, and other revenue streams that can strengthen the system's long-term sustainability.
- Work closely with organizational leadership and Local United Ways to pursue statewide and regional funding opportunities.
- Identify opportunities to position PA 211 to be recognized as critical statewide infrastructure with measurable value to multiple sectors.

Turn Innovation into Execution

- Foster innovation that improves access, outcomes, efficiency, technology, and the customer experience.
- Establish disciplined processes for evaluating pilots and innovations, including clear objectives, measures, timelines, resource requirements, and criteria for broader adoption.

Lead and Prioritize the Work of Statewide 211 Team

- Translate strategic ambitions into a manageable portfolio of high-priority work.
- Regularly assess organizational capacity and make deliberate choices about what to advance, defer, stop, or delegate.
- Sustain effective project management, decision-making, and accountability practices that enable the team to execute reliably.
- Develop staff capabilities and continue a culture characterized by empowerment of a high-performing staff team who takes ownership of work streams, follow-through, collaboration, continuous improvement, and results.

Partner with the PA 211, Inc. Board

- Provide the Board with candid assessments of system performance, risks, opportunities, provider capacity, and resource requirements.
- Anticipate issues that require board-level attention
- Clearly distinguish between matters requiring governance-level decisions and matters that should be handled by staff.
- Ensure that governance decisions are translated into clear implementation plans and communicated effectively throughout the network.

Advocate for the interests, needs, and capacity of PA 211 and its statewide network with internal and external partners.

- Represent the perspectives, priorities, and operational needs of the PA 211 team and Qualified Regional Provider network in organizational and cross-system discussions.
- Build strong relationships across the network and organization to promote shared understanding, alignment, trust, and effective decision-making.
- Advocate for the resources, tools, staffing, technology, funding, and organizational support necessary for the PA 211 system to achieve its strategic and operational goals.
- Balance the interests of the statewide system, regional providers, and local communities while advancing decisions that strengthen the network as a whole.

Build Trust Across the 211 System

- Develop strong working relationships with Qualified Regional Providers, Local United Ways, statewide partners, government agencies, funders, and other stakeholders.
- Create an environment in which regional providers can contribute local expertise while remaining accountable to shared statewide expectations.
- Build credibility through transparency, sound judgment, follow-through, and consistent application of standards.
- Represent the statewide 211 system with external partners and position Pennsylvania 211 as a credible, innovative, and essential statewide resource.

Use Data to Drive Decisions

- Establish a culture in which system decisions are informed by reliable performance, financial, customer, and operational data.
- Use data to distinguish isolated operational issues from systemic problems requiring statewide intervention.

- Establish measurable objectives for major initiatives and regularly evaluate progress against them.
- Ensure that the organization can demonstrate the impact and value of investments in 211.

Required experience:

- Strategic planning and execution: Demonstrated success translating a broad vision into a focused strategy, measurable priorities, implementation plans, and results with a focus on customer experience.
- Demonstrated experience establishing and championing a customer-centered culture, with a strong commitment to ensuring a consistent, high-quality customer experience across a complex or distributed service system.
- Organizational execution: Demonstrated experience establishing priorities, allocating resources, and ensuring teams consistently deliver against commitments.
- Change management: Experience leading organizations or systems through significant change.
- Performance management: Experience establishing performance expectations, using data to identify gaps, and implementing strategies to improve organizational or system performance.
- Board/executive partnership: Experience working effectively with a board or other governance body.
- Team leadership: Experience building and supporting high-performing teams, developing staff, and empowering them to perform to their strengths and expertise

Preferred experience:

- Experience with 211, information and referral, contact centers, human services, or statewide service delivery systems.
- Experience working within a federated or decentralized network of independent organizations.
- Innovation and technology: Experience evaluating emerging opportunities, managing pilots or new initiatives, and translating innovation into sustainable practice.
- Experience developing technology, data, or digital transformation strategies.
- Experience demonstrating the economic or social value/ROI of a service to multiple sectors.

This is a full-time position. This position is exempt under the FLSA. This role is based in Harrisburg, PA and the successful candidate will be required to maintain a regular weekly presence in-person in Harrisburg. Some overnight travel is expected. This position requires the ability to operate a motor vehicle, or to provide your own reliable transportation to and from the office as well as required statewide travel.

Salary and Benefits:

United Way of Pennsylvania offers a competitive benefits package, including health care, vision, dental insurance, paid time off, and a 401(k)-employer match. This position operates in a hybrid work environment, combining office days with remote work.. The salary range for this position is \$95,000 - \$110,000, depending on qualifications and experience.