211 Community Outreach Specialist

Exempt or Non-Exempt:	Non- Exempt
Full-time or Part-time:	Full-time
Bargaining or Non Bargaining	Non Bargaining
Regular or Temporary:	Regular
Department:	211 Community Response Programs
Reports To:	Program Manager or Director of 211 operations & Disaster management
Salary Range	$22.00-$27.00/ hour

About the Role

The 211 Community Outreach Specialist leads Aloha United Way's efforts to build awareness, access, and utilization of 211 services within an assigned neighbor island service area. This role serves as a primary point of connection between AUW and community-based organizations, government agencies, emergency management partners, health and human service providers, and residents.

The Specialist builds relationships, represents 211 at community events and meetings, and helps ensure that outreach strategies are informed by community needs, local knowledge, and available data.

Essential Duties and Responsibilities

Community Outreach & Engagement (primary focus)

- Plan, coordinate, and lead outreach activities within the assigned service area, including presentations, resource fairs, partner meetings, community events, and public forums.
- Serve as a local representative and voice of AUW 211, clearly communicating available services and how individuals and organizations can access 211.
- Build and maintain strong relationships with community-based organizations, government partners, health and human services providers, and other stakeholders across the island.
- Identify and cultivate new partnerships to expand 211's reach, particularly in underserved and high-need communities.
- Develop and distribute outreach materials, including flyers, presentations, and digital content, appropriate for local audiences and community needs.
- Collaborate with AUW's marketing, community impact, and program teams to align outreach strategies with organizational priorities.
- Represent AUW 211 in community coalitions, working groups, partner meetings, and public forums.
- Serve as AUW 211's local emergency outreach liaison/coordinator, supporting 211's role in emergency and disaster preparedness, response, and recovery efforts in coordination with county and community partners.

Data & Resource Development

- Use community input, outreach activity, and available call/referral data to identify gaps in services and emerging needs within the assigned service area.
- Track outreach activities, partnerships, and engagement outcomes to evaluate effectiveness and inform strategy.
- Provide feedback and insights to AUW leadership to support program development and resource alignment.
- Support special initiatives, campaigns, and disaster response outreach efforts as needed.

Emergency Operations Center (EOC) and VOAD/COAD Coordination

- Serve as AUW 211's designated representative or alternate at the assigned County Emergency Operations Center (EOC) and other emergency coordination settings, as authorized by AUW 211 leadership.
- Attend assigned County VOAD/COAD and other emergency preparedness, response, and recovery coordination meetings on behalf of AUW 211.
- Establish and maintain working relationships with county emergency management agencies, voluntary organizations, and community partners to support coordinated emergency preparedness, response, and recovery efforts.
- Share approved AUW 211 operational updates, service information, community needs, and emerging resource gaps with emergency management partners and participating organizations.
- Communicate relevant information, updates, and identified community needs from EOC and VOAD/COAD meetings to AUW 211 leadership and appropriate team members.
- Coordinate approved follow-up activities among AUW 211, county emergency management agencies, voluntary organizations, and community service providers.
- Maintain regular communication with AUW 211 leadership during EOC activations and other emergency coordination assignments, escalating issues requiring leadership guidance or decisions.
- Support AUW 211's disaster-related outreach, public information sharing, and community resource coordination efforts before, during, and after emergencies, as assigned.

211 Database Support (smaller component of role)

- Identify and refer new agencies, programs, and community resources for potential inclusion in the AUW 211 database.
- Support routine review and updates of resource listings within the assigned service area, in coordination with the 211 Database Curator, to help ensure information remains accurate and current.
- Flag outdated, incorrect, or missing information encountered during outreach and community engagement work.

Note: Comprehensive database maintenance remains the responsibility of the 211 Database Curator. This role's database involvement is primarily focused on identifying resources and supporting updates related to the employee's assigned service area.

Other

- Performs other duties as assigned.

Funding Contingency

Continued funding and availability of the position are contingent upon the availability and continuation of grant funding. If funding is reduced, discontinued, or otherwise becomes unavailable, the Company may modify or eliminate the position in accordance with its employment policies and applicable law. This funding contingency does not alter the at-will nature of employment.

Qualifications

Education and Experience

- Bachelor's degree in social work, public health, human services, or related field preferred; OR high school diploma/GED plus 2+ years of experience in community outreach, human services, or related work.

Knowledge, Skills & Abilities

- Knowledge of the nonprofit and human services landscape, with the ability to build and sustain relationships with community partners, government agencies, and stakeholders.
- Demonstrated experience in community outreach, public speaking, or community engagement.
- Ability to identify, build, and mobilize networks of individuals, organizations, and institutions in support of AUW's mission.
- Strong verbal and written communication skills, with the ability to develop content for a variety of audiences.
- Self-motivated, creative, and comfortable working independently while based on a neighbor island, separate from AUW's core O'ahu team.
- Strong organizational skills and the ability to manage multiple priorities and deadlines.
- Data utilization skills related to community/social service issues.
- Proficient in Microsoft Office Suite.
- Familiarity with 211 or similar information & referral / community resource systems, preferred.

Work Environment

- Position is based within an assigned neighbor island service area and may include a hybrid work arrangement consisting of remote work and work from designated office or community partner locations.
- Office location may vary and will be coordinated with local United Way organizations.
- Because remote work is a regular component of the position, the employee must maintain a reliable internet connection suitable for performing job duties, participating in virtual meetings, and accessing AUW systems.

- Regular travel is required to meet with community partners, attend events, and support program activities.
- A valid driver's license, reliable transportation and a clean driving record are required
- Occasional interisland travel for meetings, trainings, and other business needs may be required.