



Job Description

Job Title: 211 Helpline Director
Responsible to: Chief Operating Officer
Responsibilities: The 211 Director provides strategic leadership and oversight for the programming and operations of the 211 Helpline. This role is responsible for ensuring the delivery of high-quality services, aligning day-to-day operations with organizational goals, and driving continuous improvement in service performance and impact.

Manage, guide, coach, and develop employees, ensuring performance standards are achieved, while fostering a positive and productive work environment.

1. Interview, hire, and coordinate initial training for 211 employees.
2. Provide clear direction, expectations, and support to team members.
3. Delegate tasks appropriately and monitor progress.
4. Provide regular feedback and conduct performance evaluations.
5. Address performance issues promptly and in accordance with agency policies.
6. Foster a team of accountability, ownership, and collaboration.
7. Identify training and development needs to support employee growth.
8. Promote employee engagement, morale, and retention through effective leadership.
9. Assist with direct coverage of job duties, as appropriate and necessary in the absence of employee.

Direct operations of the 211 Helpline

1. Ensure 211 operations meet community needs and are strategically positioned for growth and service delivery.
2. Ensure 24/7 schedule coverage.
3. Demonstrate sensitivity, empathy regarding human service issues. Project a non-judgmental attitude toward those requiring service.
4. Provide accurate response to all contacts to 211, based on a thorough assessment of the individual's needs.
5. Maintain continuous communication between contacts (internal and external) such as changes/updates (contracts and database agencies), Helpline Center events, community events, immediate news releases etc. to 211 staff.
6. Develop and implement training for 211 staff.
7. Collaborate with team members and other departments to ensure seamless customer service.
8. Collaborate with 988 suicide and crisis lifeline program regarding behavioral health contacts.
9. Document calls/texts/emails correctly into computer tracking system according to procedure.
10. Evaluate staff through monitoring calls/call recordings/call reports to ensure consistent quality service delivery and accuracy.
11. Coordinate 211 disaster response and participate in disaster operations prior to and in times of disaster.
12. Assess quality standards for calls/call recordings/call reports and review to meet accreditation standards.
13. Facilitate Inform USA accreditation process.

Oversee the curation and maintenance of the Helpline Center resource database

1. Lead the implementation and development of policies, procedures and planning of the Helpline Center Resource database program.
2. Oversee software development and integration. Facilitate collaboration with potential contracts and vendors.
3. Ensure the database complies with national accreditation standards.

Establish and maintain collaborative relationships with community partners and provide strategic insight

1. Establish and maintain relationships with community partners through outreach, education and collaboration.
2. Provide community leadership for communication regarding Helpline Center through participation in community coalitions.
3. Provide leadership and oversight for 211 contracts, ensuring deliverables and expectations are consistently met.
4. Explore new technologies for service delivery and enhancement of services

Professionalism

1. Support and carry out the mission of the agency.
2. Develop and maintain close relationships with various constituencies within the community.
3. Be involved with the community at large and appropriate professional organizations.
4. Follow agency policies, including personnel and programmatic.
5. Participate in the agency, demonstrate team participation and a work place philosophy that enriches staff's ability to reach goals and provide a high level of customer service.
6. Develop professional and personal growth through opportunities and involvement.

Additional Duties

1. At times staff will be required to perform additional duties beyond those specified.

Qualifications: Qualifications: Bachelor's degree. Demonstrated interest in human services. Demonstrated skills in written and verbal communication along with excellent interpersonal skills. Demonstrated experience supervising and leading staff. Working knowledge of computers and software programs. Offers of employment contingent upon an acceptable criminal background check.

Hours: Exempt full-time position. Includes day, evening and weekend hours. Will also include on-call coverage.

Updated: 04/20/2026

Employee Signature

Date

Supervisor Signature

Date