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**Job Title:** Corporate Relations Officer  
**Reports to:** Chief Corporate Relations Officer  
**Location:** Albuquerque

**Department:** Corporate Relations  
**Classification:** Level II  
**Exempt:** Salaried Exempt

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**ORGANIZATION:**

Headquartered in Albuquerque, United Way of North Central New Mexico (UWNCNM) serves the people of five counties: Bernalillo, Sandoval, Santa Fe, Torrance and Valencia. Our mission is connecting people to opportunities and services to equitably improve lives and strengthen communities.

UWNCNM brings together donors, businesses, nonprofits, government and others to create better solutions to our community’s challenges. Our programs and donor dollars ensure that individuals and families in north central New Mexico have the opportunity to achieve potential through education, that they are healthy and safe, are financially stable and live life with dignity.

In addition, UWNCNM has a strong commitment to Diversity, Equity and Inclusion and upholds the following values:

- We value the visible and invisible qualities that make you who you are.
- We welcome that every person brings a unique perspective and experience to advance our mission and progress our fight for the health, education, and financial stability of every person in every community.
- We believe that each United Way community member, donor, volunteer, advocate and employee must have equal access to solving community problems.
- We include diversity, equity, and inclusion practices at the center of our daily work.

We commit to using these practices for our business and our communities.

**PURPOSE:**

Responsible for planning, organizing, and implementing workplace giving campaigns to expand awareness of the vital work of United Way of North Central New Mexico (UWNCNM), and to increase donor participation and dollars raised to meet annual fundraising goals and year-round engagement. Supports the mission, values, goals, and impact agenda of UWNCNM which strives to be “best in class.”

**ESSENTIAL FUNCTIONS:**

**Fundraising**

- Manages and develops existing workplace accounts, and identifies and cultivates prospective accounts
- Builds and maintains positive and productive working relationships with CEOs, Employee Campaign Managers (ECMs), donors, prospects and volunteers, including those serving on Campaign Cabinet



- Develops and implements specific fundraising strategies within each assigned account to include Leadership Giving, workplace employee giving campaigns and community engagement
- Delivers motivational presentations to workplace campaigns/employee groups and supports their company fundraising events
- Identifies prospects and promotes adoption of DonorPoint, a one-of-a-kind platform to support the philanthropic goals of companies and individuals
- Works with the Corporate Relations and Investor Relations teams to identify and create a pipeline of donors with growth potential
- Assists with the development of annual fundraising plans and marketing plans/materials
- Maintains updated and accurate electronic account data for all assigned accounts
- Collects company/employee data and pledge documentation from assigned accounts and works with Pledge Processing Team to ensure accurate, confidential and timely processing of donor information
- Works with IT Team to understand and use electronic reporting tools/data regarding assigned accounts
- Manages the work of assigned seasonal Campaign Coordinators and provides oversight and coaching
- Completes other duties as assigned.

#### **Volunteer Recruitment and Development**

- Identifies and assists with recruiting and training of volunteers, including Cabinet, Division and Section Chairs and ECMs
- Works closely with UWNCNM's Corporate Engagement Manager to identify volunteer opportunities on behalf of workplace accounts and to build year-round engagement
- Ensures appropriate recognition of volunteers and donors
- Provides exceptional customer service and problem resolution in a timely manner

#### **Other Possible Duties**

- Supports and manages a leadership donor group, working with board members, committee chairs and donors to achieve fundraising and engagement goals and to assist with execution of special events
- Serves as primary contact for an outlying county to oversee and execute workplace campaigns, recruit committee members and volunteers, and support county-specific actions and special events
- Develops and delivers training for Campaign Coordinators and Employee Campaign Managers
- Participates in the planning and execution of UWNCNM special events
- Manages and/or supports other projects as related to the Corporate Relations Team and campaign efforts
- Supports community issue involvement and development year-round, as assigned
- Identifies and writes grant proposals for corporate support

#### **Core Competencies:**



### **Accountability/Results Orientation**

Is accountable for the achievement of assigned work projects. Collaborates with others to establish work project parameters, desired results/outcomes and resource requirements. Keeps team leader(s) informed on work progress and changes in work direction. Takes ownership of work and outcomes achieved, selecting the best work approach. Behaves ethically and honestly in all activities done on behalf of UWNCNM and the movement. Demonstrates a commitment to UWNCNM's values, including diversity and inclusiveness.

### **Decision-Making/Risk-Taking**

Evaluates available information and recommends a course of action. Contributes own assessment of risks and implications of decisions in team decision-making efforts. Uses judgment appropriately in decision-making. Knows when to shift decision-making upwards.

### **Teamwork Collaboration**

Contributes to the achievement of team objectives by helping others to complete tasks on their own initiative. Shares information/ideas with other team members. Carries out assigned work projects. Identifies ways to make a greater contribution to the team. Able to adapt quickly to changing conditions or performance expectations. Able to focus on assignments during periods of change and/or uncertainty.

### **Relationship Management**

Utilizes rapport to build trust and collaboration with others. Identifies and shares mutual benefits/needs in working together. Is ethical in dealing with others to achieve the desired results. Interacts and communicates with diverse stakeholders effectively. Fosters and maintains working relationships across the United Way system.

### **Communications**

Expresses work issues and problems in a clear and concise manner. Communicates effectively with others up, down and across the organization to achieve expected organization results. Gives and receives constructive feedback. Seeks direct input on team effectiveness and environment.

### **Innovation/Creativity**

Evaluates UWNCNM work processes, products, and systems. Promotes ways to continuously improve them. Encourages and guides others to consider alternatives to current work approaches and methods.

### **MINIMUM REQUIREMENTS [EDUCATION & EXPERIENCE]:**

- Bachelor's Degree
- At least one year of fundraising/sales experience or equivalent in the nonprofit sector; or five+ years fundraising experience.

### **ADDITIONAL REQUIREMENTS [SKILLS & ABILITIES]:**



- Experience working in a fast-paced and collaborative team environment, managing multiple priorities and projects, and meeting deadlines and exceeding expectations
- Exceptional interpersonal and communication skills, both written and verbal, and the ability to create and deliver compelling presentations
- Ability to work independently with minimal direction, showing initiative, creativity, self-discipline, effective time and project management skills
- Ability to facilitate groups, work with volunteers, and build and maintain relationships with diverse constituents
- Proficiency with technology including multiple videoconferencing software platforms (such as Zoom) and Microsoft Office including Word, Outlook, Excel and PowerPoint
- Willing to work flexible schedule, including some early mornings, evenings and weekends, to attend UWNCNM and community/corporate events
- Possession of a valid New Mexico driver's license, current auto insurance, and daily access to a dependable motor vehicle due to extensive amount of driving required (mileage is reimbursed)

#### **EQUIPMENT USED:**

- PC and standard office equipment
- Telephone, computer, copy machine, printer, scanner, fax machine and related equipment
- Microsoft Office, Internet Explorer, Outlook
- Videoconferencing software platforms (such as Zoom)

#### **PHYSICAL REQUIREMENTS:**

UWNCNM is a hybrid workplace, with a schedule combining work-from-home on Mondays, Wednesdays and Fridays, and in-person office attendance within UWNCNM's office building required on Tuesdays and Thursdays. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

- Position requires long periods of sitting at a desk and computer to accomplish duties and to stand for limited periods of time.
- Regular attendance is required in this position.
- Must be able to operate a personal computer at an acceptable rate of speed.
- Must have access to reliable internet when working from home.
- Must be able to view computer monitors.
- Job involves occasional early morning, evening and weekend meetings and other events.
- Use of your personal vehicle to attend offsite events, meetings, and other work activities.
- Ability to travel to work in a variety of locations throughout north central New Mexico.
- May be required to lift and/or move up to 20 pounds unassisted and occasionally lift and/or move up to 40 pounds with assistance.
- Must be able to perform the essential functions of the job with reasonable accommodation.

**SALARY RANGE:** \$50,000 - \$60,000 salary per year dependent upon experience, 35 hours per week FTE (Full Time Employee).



United Way of North  
Central New Mexico

## United Way of North Central New Mexico (UWNCNM)

### Corporate Relations Officer Job Description

Revised: April 2023

#### **BENEFITS:**

Full-time employees (FTE) are eligible for health, dental, life and long-term disability insurance, a retirement plan, flexible spending account and voluntary insurance programs. We offer a tuition reimbursement plan, volunteer time off, and generous leave time. Part-time employees may be eligible for some of these benefits.

UWNCNM supports the Americans with Disabilities Act (ADA). Please tell us if you need accommodation to perform the job's essential functions. All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

United Way of North Central New Mexico is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status. We welcome applicants with disabilities and applicants from underrepresented racial and ethnic groups.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. This job description is meant only to be a guideline and may be modified at any time. UWNCNM is an At-will Employer. This document does not create an employment contract, implied or otherwise, other than an "at will" employment relationship.

Interested applicants, or if you have additional questions, must supply a resume and cover letter to [applicant@uwncnm.org](mailto:applicant@uwncnm.org) by June 1, 2023.