
Job Title: Corporate Relations Officer (CRO)**Reports to:** Campaign Director**Location:** Albuquerque, NM**Department:** Investor Relations**Classification:** Level II**Status:** Full-time, salaried, exempt

Organization

Headquartered in Albuquerque, United Way of North Central New Mexico (UWNCNM) serves the people of five counties: Bernalillo, Sandoval, Santa Fe, Tarrant 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.

Position Summary

As a Corporate Relations Officer, you will play a pivotal role in driving workplace giving campaigns to expand awareness of UWNCNM's mission and increase donor engagement. This position involves managing relationships with corporate partners, developing tailored strategies to achieve fundraising goals, and representing UWNCNM as a passionate advocate for community impact.

If you're a dynamic communicator, skilled relationship builder, and strategic thinker who thrives in collaborative and fast-paced environments, this role is your opportunity to make a meaningful difference.

Key Responsibilities

Fundraising

- Drive workplace giving campaigns to achieve annual fundraising targets exceeding \$1.5M.
- Cultivate and maintain relationships with CEOs, Employee Campaign Managers (ECMs), donors, and volunteers.

- Create and deliver tailored fundraising strategies, incorporating leadership giving and community engagement.
- Conduct motivational presentations to workplace campaigns, inspiring greater participation and investment.
- Identifies and writes grant proposals for corporate support.
- Utilize DonorPoint and other tools to support corporate and individual philanthropic goals.
- Performs and completes other duties and special projects as assigned and needed.

Volunteer Recruitment and Development

- Recruit, train, and support volunteers, including Campaign Cabinet members and ECMs.
- Collaborate with the Corporate Engagement Manager to identify volunteer opportunities and year-round engagement initiatives.
- Recognize and celebrate the contributions of volunteers and donors.

Account Management

- Maintain detailed, accurate records of all corporate partner interactions.
- Collaborate with the Pledge Processing Team to ensure timely and accurate donor data management.
- Support seasonal Campaign Coordinators to ensure their success and help them feel welcomed, providing guidance and mentorship as needed.

Community Engagement

- Represent UWNCNM at events, fostering strong community relationships.
- Support county-specific campaigns and special initiatives, tailoring efforts to regional needs.
- Contribute to the planning and execution of UWNCNM's high-impact events.

General Duties

- Attend (physical presence) staff meetings, trainings and other meetings as required or assigned.
- Performs and completes other duties, initiatives and special projects as assigned.

Core Competencies

- **Accountability:** Take ownership of goals, collaborate effectively, and deliver exceptional results while maintaining consistent communication with your supervisor to ensure targets are met efficiently and on time.
- **Relationship Building:** Cultivate strong cross-functional team collaboration and build meaningful external community partnerships to foster trust and rapport with diverse stakeholders.
- **Effective Communication and Reporting:** Provide clear, engaging presentations and maintain accurate tracking of account reports.
- **Innovation:** Drive process enhancements by identifying opportunities for improvement and implementing creative, impactful solutions.
- **Teamwork:** Embrace a unified approach, recognizing that collective success relies on mutual support and collaboration—when one succeeds, we all succeed; when one falters, we all rise to address the challenge together

- Proficient with technology including multiple videoconferencing software platforms (such as Zoom) and Microsoft Office including Word, Outlook, Excel and PowerPoint
- Proficient in internet navigation and online research using modern web browsers to gather, verify, and utilize information effectively for job-related tasks
- Demonstrate a comprehensive understanding and practical experience with AI, including data analysis, AI driven decision making, and the application of AI tools to enhance operational efficiency and innovation.

Qualifications

- Bachelor's degree or equivalent experience.
- At least one year of experience in fundraising, sales, or nonprofit sector (or 2+ years fundraising experience).
- **Exceptional Communication and Relationship-Building:** Possess outstanding interpersonal, written, and verbal skills to effectively engage corporate partners, tailor messaging, and foster impactful, mission-driven collaborations.
- Proficiency in Microsoft Office Suite and CRM platforms.

Salary and Benefits:

- **Salary Range:** \$52,000 - \$60,000 salary per year, based on experience, salaried, exempt, minimum 32 hours per week FTE (Full Time Employee).
- **Benefits:** Full-time employees (FTE) are eligible for health, dental, vision, life, and long-term disability insurance, a 403b retirement plan, flexible spending account, EAP, voluntary insurance programs, tuition reimbursement, volunteer time off, and generous leave policies. Part-time employees may be eligible for some of these benefits.

Physical Requirements, Work Conditions, and Dexterity:

United Way of North Central New Mexico is a hybrid workplace. For this position, the schedule combines work from home on Mondays, Wednesdays and Fridays with in-person office attendance within UWNCNM's office building required on Tuesdays and Thursdays. Due to business needs, you may occasionally be required to work in-office on days other than specified. Additionally, the hybrid work schedule is subject to change to 100% in office work at any time. 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.

- **Physical Demands:** Position is primarily in a standard office environment and requires long periods of sitting at a desk/computer to accomplish duties, occasional standing, lifting/moving up to 20 lbs (unassisted) and up to 40 lbs (with assistance), viewing computer monitors, and operating a computer at a proficient speed.
- **Attendance and Availability:** Regular attendance is required, with occasional early mornings, evenings, weekends, including but not limited to attending a variety of meetings and events at UWNCNM and in the community.
- **Transportation:** Must possess a valid New Mexico driver's license and have daily access to a dependable enclosed motor vehicle, with current insurance coverage in your own name or named on the policy, to use to be physically present for in-office workdays and to attend offsite events, meetings, and other work activities.
 - Ability to travel to work in a variety of locations throughout north central New Mexico.

- **Work from Home:** Reliable internet is required for remote workdays.
- Must have the flexibility to adapt schedule to meet evolving business needs as necessary.
- Must be able to perform the essential functions of the job with reasonable accommodation.

EQUIPMENT USED:

- PC and standard office equipment including but not limited to telephone, computer, copy machine, printer, scanner, and related equipment.
- Microsoft Office Suite, Outlook, Videoconferencing platforms (Zoom, Microsoft Teams, etc.), Internet and web browsers for research and information gathering.

Location

Must be a New Mexico resident and able to commute to the UWNCNM office building in Albuquerque, NM on designated in-office workdays to attend a variety of meetings and events at UWNCNM and in the community.

Equal Opportunity Commitment:

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.

HOW TO APPLY:

Interested applicants, or if you have additional questions, must supply a resume **and** cover letter to applicant@uwncnm.org by **April 10, 2025**. Reference in the subject line: Application for Corporate Relations Officer