
Job Title: Major Gifts Officer
Reports to: Chief Operations Officer
Location: Albuquerque, NM

Department: Investor Relations
Classification: Level II
Status: Full-time, salary, 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

The Major Gifts Officer's purpose is to increase philanthropic resources to support UWNCNM's vision through Impact Investors, Tocqueville Society, and Legacy Gift commitments. This role ensures excellent stewardship of high-level donors and manages the cultivation, solicitation, and engagement strategies for individuals capable of significant contributions.

Essential Functions and Key Responsibilities

- Donor Engagement & Fundraising
 - Identify, cultivate, solicit, and steward a portfolio of high-capacity donors and prospects for:
 - Impact Investors (\$2,500+)
 - Tocqueville Society (\$10,000+)
 - Manage multi-year gift strategies and endowment development.
 - Evaluate gift opportunities and giving vehicles to align donor interests with organizational needs.
 - Collaborate with colleagues to maximize donor engagement and upgrades.

- Donor Cultivation: Engage donors through personalized communications, including phone calls, emails, handwritten notes, and in-person meetings, to understand their philanthropic interests and align them with the organization's mission.
- Strategy and Coordination:
 - Develop and manage tailored cultivation plans for priority prospects.
 - Record, track, and report on gift intentions and legacy commitments.
 - Coordinate with CEO, C-Suite, Director of Major Gifts and Board of Directors on donor strategy and solicitation where appropriate.
- Communications & Stewardship
 - Lead development of donor-facing materials (letters, newsletters, brochures, annual reports).
 - Ensure excellent stewardship through consistent, strategic outreach and recognition.
 - Support event sponsorship solicitation and donor engagement at UWNCNM events.
 - Assist with and help plan donor engagement events.
- Internal and External Collaboration:
 - Work closely with Investor and Corporate Relations, Community Impact, Finance, and Marketing teams.
 - Serve as a resource to colleagues and volunteers to help move prospects to significant giving.
 - Maintain strong community visibility and professional presence at external events.
- Data Management: Maintain accurate records of donor interactions and progress in the CRM system, ensuring data integrity and facilitating informed decision-making.
- Performance Analysis: Regularly assess program effectiveness through key performance indicators, adjusting strategies as needed to meet fundraising goals.
- Provide timely updates and appropriate reporting to your supervisor
- Attend (physical presence) staff meetings, trainings and other meetings as required or assigned.
- Performs and completes other duties, initiatives and special projects as assigned.

Minimum Requirements - Skills, Abilities, Knowledge, Education and Experience

- Bachelor's degree
- 3 years' experience with solicitation and maintenance of major gifts fundraising
- Proven success soliciting and stewarding principal and legacy gifts.
- Experience managing high-level volunteers and donor relationships.
- Proficiency in sales, including the ability to identify donor needs, present compelling solutions, and secure funding effectively, contributing to increased revenue and donor satisfaction.
- Excellent communication and interpersonal skills: Proficient in both oral and written communication with the ability to effectively interact with individuals at all levels.
 - Delivers information effectively in a variety of formats including letters, memos, analytical reports, and presentations.
- Self-Motivated and team-oriented, able to work independently or as part of a team with minimal supervision. Motivated and enthusiastic with a positive attitude towards collaborative work.
- Highly organized with the adaptability and flexibility to respond to and meet emerging or changing needs and unexpected requests.
- Effective time management skills with the ability to prioritize tasks and meet deadlines.

- Ability to think innovatively and actively participates with teams, offers ideas to enhance organizational processes, and commits to the values of the organization.
- Ability to maintain the highest level of confidentiality while handling sensitive material concerning the organization and other information.
- Demonstrates exceptional persuasive communication skills to influence diverse audiences, employing subtle strategies to guide others while fostering a sense of ownership in proposed solutions. Identifies and engages key decision-makers on critical issues, and effectively leverages networks both within and outside of UWNCNM to achieve organizational goals.
- Contribute to the organizational shared goal of raising funds to support the mission and initiatives.
- Demonstrate a solid ethical framework, exhibiting integrity, accountability, and a strong work ethic that aligns with the organization's values of integrity and trust.
- 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
- Proficiency with technology including multiple videoconferencing software platforms (Microsoft Teams, Zoom, etc.), Microsoft Office Suite including Word, Outlook, Excel and PowerPoint, and basic computer literacy.

Salary Range: \$60,000 - \$70,000 salary per year, based on experience, 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 time. 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 is 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.

- Position is primarily in a standard office environment and 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 be able to view computer monitors.
- Must have access to reliable internet when working from home.
- Must be able to work occasional early mornings, evenings and weekends including but not limited to attending a variety of meetings and events at UWNCNM and in the community.

- Must have the flexibility to adapt schedule to meet evolving business needs as necessary.
- Must possess a valid New Mexico driver's license and have daily access to a dependable enclosed motor vehicle, with current auto insurance 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.
- Must be able 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.

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 July 27, 2025. Reference in the subject line: Application for Major Gifts Officer.