UNITED WAY OF CENTRAL NEW MEXICO

JOB DESCRIPTION

Job Title: Director of Donor Relations and Tocqueville Society
Department: Corporate Relations
Reports to: Chief Corporate Relations Officer (CCRO)
Status: Exempt
Salary Classification: Level IV

ORGANIZATION:

Headquartered in Albuquerque, United Way of Central New Mexico (UWCNM) serves the people of five counties: Bernalillo, Sandoval, Santa Fe, Torrance, and Valencia. Its mission is to bring people and resources together to measurably improves lives and strengthen our communities.

UWCNM 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 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.

UWCNM has a strong commitment to Diversity, Equity and Inclusion and is seeking a Director of Donor Relations and Tocqueville Society who will contribute to this cross-functional organizational initiative and uphold 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 strive to 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:

To ensure the highest level of customer service to Tocqueville Society members and Impact Investor donors with consistency and dependability. Responsible for managing the Tocqueville Society to increase personal giving, donor loyalty and engagement, including the identification, cultivation, solicitation, and stewardship of members’ gifts.

ESSENTIAL FUNCTIONS:

General Administrative
- Manages the development and execution of goals, strategies and plans for the Tocqueville Society and Impact Investors Leadership Giving Groups
- Identifies and recruits volunteers for and supports the work of the Tocqueville Society and Impact Investors Recommitment and New Member Campaign Committees
- Enters donor notes and contacts in the Enterprise database
• Maintains documents relating to donors’ gifts
• Develops, maintains and monitors database files and records including those used to track contributions and memberships and maintains accurate mailing lists
• Works with Events Manager and CCRO to develop engaging donor events
• Manages budgets for Tocqueville Society co-branding funds

Employee Relations and Supervision
• Supervises the Tocqueville Society Donor Relations Specialist and Events Manager, as well as temporary staff working with the Tocqueville team
• Assigns and schedules Tocqueville Society projects and tasks and monitors progress while ensuring team members have the skills, support and tools necessary to be successful
• Manages performance and writes evaluations; works with team members to develop goals and professional development and with CCRO to develop Development Team goals

Annual Campaign/Fundraising
• Assists with the implementation of overall strategic fundraising
• Develops, maintains, and monitors the Tocqueville Society and Impact Investors programs, in concert with volunteers, the entire Corporate Relations Team, Marketing, IT and Finance, as appropriate
• Works with the Corporate Relations and Marketing team to identify, solicit, recognize and celebrate Tocqueville Society and Impact Investor donors
• Assists staff and volunteers in soliciting and stewarding gifts; solicits certain donor gifts with or without volunteer support
• Assists in the development and production of promotional materials including letters, brochures, newsletters, website pages and the Annual Report.
• Collaborate with Corporate Relations Officers on workplace events and other activities

Community Relations
• Represents UWCNM at community and workplace campaign events
• In all functions, promotes giving direct in support of UWCNM
• Performs other projects as directed by the Chief Corporate Relations Officer

CORE COMPETENCIES:

• Understanding of strategic fundraising techniques
• Understanding of the nonprofit sector desirable, including governance, accountability and management
• Requires high level of organizational skills as well as interpersonal skills
• Strong communication skills, written and oral, professional writing and public speaking experience
• Desire to serve customers at the highest possible level
• Must be able to meet deadlines and be flexible
• Ability to use computers to manage data and compose reports; ability to interpret computer-generated reports and analyze data
• General attributes should include ability to manage several projects simultaneously, track the results of projects, and work effectively with people from different backgrounds, offer strong self-motivation, positive attitude, and willingness to commit to the values of the organization, participate effectively on teams, and offer ideas to enhance the organization
• Entrepreneurial spirit will be an asset
• Must conduct self in a professional manner
SALARY RANGE:
Annual salary of $65,000 - $70,000, dependent upon experience.

MINIMUM REQUIREMENTS:
Bachelor’s degree plus three years fundraising experience; or six or more years fundraising experience. Donor calls, events, and some community presence responsibilities may require weekends and evenings.

EQUIPMENT USED:
Standard PC based office equipment.

PHYSICAL REQUIREMENTS:
Standard office working environment. Must be able to tolerate long days, standing and walking during community events and interacting with the public. Must possess a valid New Mexico driver’s license and have daily access to a dependable motor vehicle. Must be able to lift a minimum of 25 pounds.

Interested applicants should forward a cover letter and resume to applicant@uwnm.org by Friday, August 20.

United Way of 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.