

UNITED WAY OF CENTRAL NEW MEXICO
JOB DESCRIPTION

Job Title: **Rural County Coordinator**
Department: **Impact Team**
Reports to: **Director of Community Investments**
Salary Classification: **Level II, non-exempt; benefits eligible.**

ORGANIZATION

Headquartered in Albuquerque, United Way of Central New Mexico (UWCNM) serves the people of four counties: Bernalillo, Sandoval, Torrance, and Valencia. Its mission is to bring people and resources together to measurably improve 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.

PURPOSE

Since UWCNM represents Bernalillo, Sandoval, Torrance and Valencia counties, the organization must understand all four counties' changing needs, developments, prospects, and issues. Rural County Associate Coordinators help build relationships in their assigned county to help UWCNM understand community needs, build collaborative projects that improve family stability and educational success, support community investments through grant making and increase fundraising opportunities.

ESSENTIAL FUNCTIONS

Rural County Coordinators are part of the Impact Team year-round, developing relationships and impact projects with local community members related to the impact initiatives of educational success, family stability, and community investments. They also dedicate some hours to the Corporate Relations Team during the fall campaign. In all functions, Coordinators represent UWCNM in the assigned county or counties. The Rural County Associate Coordinator will work with the rural parts of Sandoval, Torrance and/or Valencia County.

Project Development and Nonprofit Agency Relations

- Collaborate with area agencies to identify key needs of residents and gaps in services
- Prioritize options for collaborative projects and work with the Impact Team and community members to plan, develop, build, and manage the projects
- Bring together service providers to explore options for expanding services
- Investigate and develop rural, collaborative grant opportunities from foundations and government

Community Relationship Building

- Provide information about assigned county through the Impact Team to the Board
- Introduce UWCNM leadership to local community leaders to establish and build relationships
- Participate in local community and UWCNM special events
- Host informational or fundraising events to connect community members with UWCNM

Fundraising and Donor Relations

- Attend the Campaign Coordinator training at UWCNM (late August)
- Engage with local companies, donors and community members about giving to UWCNM, including for local collaborative UWCNM projects
- Call on CEOs or Employee Campaign Managers (ECMs) to establish support for company campaigns and to ask for corporate and/or personal gifts
- Assist ECMs to set campaign goals and to develop and implement campaign plans
- Deliver campaign materials and make presentations at employee meetings
- Assist ECMs in reporting final campaign results and deliver pledge forms to UWCNM
- Assist in compiling data and resources for grant writing and reporting
- Assist in sourcing grant opportunity and sponsorships available
- Collaborate with UWCNM team to manage grant deliverables

In addition, UWCNM has a strong commitment to Diversity, Equity and Inclusion and is seeking a Rural County Coordinator 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.

MINIMUM REQUIREMENTS:

- Live in and/or have an established history in Sandoval, Torrance, and/or Valencia County
- At least three years' experience with government, nonprofit organization(s), education institution, and/or businesses in that local county area
- Excellent written communication and public speaking skills
- Flexibility, independence, critical thinking, commitment to working in teams and an understanding of internal and external customers required
- Proficiency in Microsoft Office (Word, Excel and PowerPoint) products
- Able to work evenings and weekends and attend UWCNM and community events
- Must possess a valid driver's license with appropriate auto insurance and have daily access to a dependable motor vehicle due to extensive amount of driving required

EQUIPMENT USED:

Standard PC based office equipment.

PHYSICAL REQUIREMENTS:

Standard office environment. Position is primarily an office setting, requiring long periods of sitting at a desk and computer. The position requires the ability to lift 20 pounds unassisted, 40 pounds with assistance.