

UNITED WAY OF CENTRAL NEW MEXICO
JOB DESCRIPTION

Job Title: **Santa Fe Area Director**

Department: **Impact and Corporate Relations**

Reports to: **President/CEO**

Salary Classification: **Level IV, non-exempt, part-time (25 hours weekly)**

ORGANIZATION

Headquartered in Albuquerque, United Way of Central New Mexico (UWCNM) serves the people of five counties: Bernalillo, Sandoval, Torrance, Valencia, and Santa Fe Counties. 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 can 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 part-time (25 hours weekly) Santa Fe Area Director 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

The Santa Fe Area Director's main objective will be to reestablish the United Way presence in Santa Fe County and with the support of the local community, lead the process to develop and determine the most effective impact programs, community engagement strategies, and fundraising efforts to create positive, sustainable change in Santa Fe County. The Area Director will also be responsible for creating the three-year strategy that identifies goals and key performance indicators associated with the responsibilities stated above.

The Santa Fe Area Director must understand Santa Fe County's changing needs, challenges, prospects, and issues. The Area Director will help build relationships in Santa Fe County to help UWCNM understand community needs, build collaborative projects that improve family stability and educational success, and support community investments through grant making and increase fundraising opportunities in Santa Fe County.

ESSENTIAL FUNCTIONS

The Santa Fe Area Director will be part of the UWCNM team, developing relationships and impact projects with local community leaders and members related to the impact initiatives of educational

success, family stability, and community investments with our Impact Team. The Area Director will work collaboratively with the Corporate Relations Team during the annual fall campaign and additional fundraising efforts throughout the year. The Area Director will leverage the power of relationships and networks, and works across private, public and corporate sectors to improve conditions in Santa Fe County. The Area Director is responsible for building trust in United Way and its relevance in the community. In all functions, the Area Director will represent United Way in Santa Fe County.

Community Impact, Project Development and Nonprofit Agency Relations

- Collaborate with area agencies to identify key needs of residents and gaps in services.
- Oversee the grantmaking/allocations process to nonprofit organizations in Santa Fe County
- 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 collaborative grant opportunities from foundations and government.

Community Relationship Building

- Conduct outreach 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 opportunities to support community impact work in Santa Fe County.
- Conduct community listening sessions with local stakeholders and residents to understand the challenges, barriers, and solutions to improving lives in Santa Fe County.

Fundraising and Donor Relations

- Engage with local companies, donors, and community members about giving to support the community impact work in Santa Fe County, including support for local collaborative projects.
- Call on CEOs and/or Employee Campaign Managers (ECMs) to establish support for company campaigns and to ask for corporate and/or individual 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 United Way.
- 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 when applicable.
- Attend the annual Campaign Coordinator training at UWCNM.

Volunteer Recruitment and Management

- Identifies, develops, and leads the volunteer engagement strategy by positioning United Way as the premier community mobilizer of volunteers for community impact.
- Recruits, places, and oversees volunteers in roles to drive Fundraising, Community Impact, and Marketing.
- Leads and manages Volunteer Engagement by recruiting, developing, supporting, coaching, and recognizing volunteers.
- Keeps abreast and knowledgeable about issues and trends of volunteer engagement by networking with local, state, and national sector knowledge leaders.

MINIMUM REQUIREMENTS:

- Reside in and/or have an established history in Santa Fe County.

- At least three years' experience with government, nonprofit organization(s), educational institution, and/or businesses in the local Santa Fe County area.
- Experience working in community organization and mobilization, community relationship building, and fundraising.
- 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.

SALARY RANGE:

Annual salary of \$35,000

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.

Interested applicants should forward a cover letter and resume to applicant@uwcnm.org by Friday, August 13.

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.