

JOB DESCRIPTION:	Director of Development and Alumni Relations		
DEPARTMENT:	WNMU Foundation		
REPORT TO:	Sr. Exec. Dir. Of WNMU Foundation & Alumni Affairs		
EEO CLASSIFICATION:	First/Mid. Officer & Mgrs.	FLSA STATUS:	Exempt
CUPA HR	#196380	DATE APPROVED:	18-FEB-2022
CLASSIFICATION:		DATE MODIFIED:	11-JUN-2025

SUMMARY: Plans and implements strategic engagement that promotes philanthropic giving to Western New Mexico University.

DUTIES:

1. Serves as ambassador to internal and external WNMU constituencies by providing supervision and coordination of alumni involvement in the planning and implementation of comprehensive programs in-person and virtually. Organizes, recruits volunteers, and manages all alumni activities, events, and services. Develops, sustains and strengthens alumni chapters nationwide.
2. Actualizes, plans and coordinates donor proposals and special correspondence, implements new initiatives as requested. Collaborates on activities that align with annual giving goals as well as strategies inclusive of donor scholarship planning, thank-a-thon development, giving clubs and campaign efforts.
3. Develops, designs, writes copy, and implements communication and publication strategies for University Advancement as it pertains to philanthropic activities, including campaign, promotion and solicitation materials, website and social media content, donor recognition materials, and annual reports. Oversees the entire process and publication of the University alumni magazine "The Westerner" working closely with University Marketing and Communications.
4. Oversees the Alumni Association Board of Directors in fund-raising activities and all Alumni Affair collaborations. Assists in identifying, stewarding, cultivating, recognizing prospects, volunteers, and donors.
5. Has a lead role in conceptualizing, planning and executing special events and fundraising activities. Collaborates with other University offices in planning and coordinating Homecoming, the Great Race, commencement, parades, and other events as needed.
6. Supports the University through its philanthropic advancement efforts and to help meet the strategic plan. Engage with stakeholders within the division, campus wide, and through external peer networks.
7. Monitors, verifies and reconciles the Office of Alumni Affairs budget and financial resources from both the University and the WNMU Foundation.
8. Documents all regular contact and pertinent notes on donors, donor prospects, alumni, and other constituents in the advancement database.
9. Provides a broad range of administrative and supervisory functions. Supervises assigned staff in accordance with WNMU personnel practices including recruitment, training, performance evaluation, guidance, etc. Participates in the process of ongoing personal and professional development. Maintains comprehensive communication among all contacts (internal and external). Models professional standards and ethics in accordance with WNMU philosophy.
10. Performs other duties as assigned.

REQUIREMENTS:

1. **Education /Background:** Bachelor's degree required with 5 years of experience in publications, communications, and graphic design. Proven experience in fundraising, gift proposal, sponsorship or other solicitation writing preferred. Bilingual (Spanish) preferred.
2. **Job Knowledge:** Must be knowledgeable of University policies and procedures. Must be able to handle multiple deadlines and maintain accuracy. Must be able to think strategically and creatively and to effectively interact with sophisticated donors, network and help engage a dynamic and diverse constituency toward a common goal of supporting the foundation mission. Must have exceptional organizational skills and the ability to effectively prioritize and manage multiple projects and priorities simultaneously. Must have superior communications skills in writing and public speaking. Must possess an understanding of current philanthropic and public relations interests of individuals, foundations, or corporations. Work as a team player who is able to build positive relationships to accomplish common goals and objectives through managing tasks, delegation and taking on appropriate responsibility and accountability. The ability to make decisions on the basis of available information, to cope with uncertainty and an attitude to adapt to change, get things done and willingness to try new things and improve processes. Skill in the use of personal computers and proficiency with MS Office suite applications and Adobe Creative Suites.
3. **Working Conditions/Physical Demands** (With or Without Accommodations): Normal office environment, may travel some within the community when needed. May be required to transport normal office equipment and materials. Ability to comprehend and work with a variety of information from various sources. Able to clearly communicate with a diverse population of individuals. Ability to compose correspondence and reports and remain in a sedentary position for prolonged periods of time. May be required to work additional hours or days depending on circumstances.
4. **Other requirements:**
 - a. Requires a valid driver's license.
 - b. Required to complete Defensive Driving Course within 6 months. (If applicable to the role)

This job description is not an exhaustive list of all responsibilities, skills, duties, requirements, effort, and/or working conditions associated with the position. Management reserves the right to revise the job or to require that other or different tasks be performed when circumstances change. In addition, this job description is not intended to create a contract of employment between the employee and Western New Mexico University, nor shall it be regarded as a promise to provide specific terms or conditions of employment.

I have read, understand and accept a copy of this job description.

Employee Signature

Date

Employee Name (Printed)