



### Boyden Executive Search Contact

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### Position Summary

Positioned on the high plains of Eastern New Mexico, ENMU is New Mexico's largest regional comprehensive university. It is a federally designated Hispanic-Serving Institution (HSI) and a member of the Hispanic Association of Colleges and Universities. The ENMU System consists of three campuses and ENMU's Portales campus is the flagship of the system. In his first two years as System Chancellor, Dr. James Johnston, recently finished developing his leadership team which included the hiring of a new Vice President for Student Affairs and the first Vice President of Advancement and Public Relations, Warren Lloyd.

Committed to One Eastern, One Family, One Relationship at a time, the new Advancement program has brought together University Communications, Alumni Affairs and the ENMU Foundation under one strategic vision. Posting the best fundraising year in ENMU's history for FY2024 and receiving the single largest gift in ENMU's history during the same year, the program has been investing in infrastructure to enter into its next phase of growth. Eastern New Mexico University seeks a Director of Annual Giving and Engagement (DAGE) to partner with the Advancement team at this critical juncture. The DAGE will play an instrumental role in helping to ideate, implement, manage and grow the University's first-ever organized annual giving and engagement program designed to develop long-term and meaningful relationships. This will be a rare and exciting opportunity for the right candidate who has an interest in building a program from the ground up with an emphasis on developing the 'right fit' annual giving and engagement program for Eastern New Mexico University.

With first generation students and their families being among one of the University's biggest constituencies, together with a brand-new advancement division, a nuanced and responsive approach to building a culture of engagement and philanthropic partnerships across campus and the alumni base of 27,000, will be a central part of the DAGE's role. The Director of the Annual Giving and Engagement will be a member of the Vice President for Advancement's leadership team and play a critical role in ideating, implementing, managing and growing the University's first comprehensive annual giving program. The annual fund currently raises approximately \$550,000 annually. The DAGE will be responsible for developing urgent and impactful annual fund cases for support, integrated with engagement strategies, that are focused on bringing constituents in contact with how each academic, athletic or other university units are changing the world through their work. As donors migrate away from higher education philanthropies and toward cause-based non-profits, the DAGE will be focused on challenging our university partners to think of themselves as cause-based non-profits. The DAGE will play a fundamental role in our growing advancement team. Reporting to the 'first' Vice President for Advancement and Public Relations, the DAGE will possess a growth mindset and be a mission-driven professional aligned with the vision and mission of Eastern New Mexico University. A Hispanic Serving

Institution, ENMU is committed to providing access and affordability to first-generation and socio-economically underrepresented families and students.

The Director of the Annual Giving and Engagement will play a significant part in co-creating our engagement and fundraising infrastructure. The DAGE will act as a collaborative partner with advancement and alumni relations working to play a critical role in the development of an annual and major gift pipeline. The DAGE will also help inform engagement and solicitation strategies. The candidate will need to possess the fundamental knowledge and competencies of higher education annual giving widely and understand how to scale and tailor best practices into a 'right fit' program for Eastern. The DAGE will have the ability to grow in their profession with our developing division.

### Responsibilities

- The Director of the Annual Giving and Engagement will be responsible for ideating, implementing, managing and growing the first ever comprehensive Annual Giving and Engagement program at ENMU.
- The DAGE will be focused on developing engagement strategies to build long term relationships with all of the University's constituencies, including businesses, foundations, alumni, faculty and staff, parents, and friends of the University.
- As ENMU partakes in the first phases of campaign preparation and brand identity research, the DAGE will be responsible for challenging our internal constituents including, but not limited to, deans, chairs and directors, to think deeply about how they are changing the world through their work at the University. The DAGE will be responsible for translating our academic, socio-economic and regional 'causes' into compelling annual fund cases for support that highlight the impact and urgency of our philanthropic partnerships.
- Ideates, launches and manages the University's first Annual Giving program with a focus on strategically integrating cases for support into wider university priorities across multiple communication channels.
- Efforts will include a strategic, multi-channeled approach to engagement that will reach across direct mail campaigns, emails, texts, videos and personal solicitations.
- Cultivates and strengthens relationships with donors through personal visits as well as, when appropriate, secures appointments for the President, Chancellor, and Vice President for Advancement with donors.
- Develops all Annual Giving materials.
- Assists with the identification and recruitment of volunteer leadership for the Annual Giving campaign.
- Data analysis and tracking to assess the viability of a leadership annual society or other recognition societies.
- Assists the Advancement Office with special events and other activities related to fulfillment of departmental goals and objectives.
- Works collaboratively with the Director of Alumni Affairs, academic leadership and athletics leadership to plan and implement engagement strategies aligned with the annual giving campaign.
- Works closely with the stewardship team on planning donor recognition, cultivation and stewardship events and activities.
- Prepares an annual plan of operation for annual giving and engagement with quantifiable goals and objectives; prepares and submits an annual report on the activities of the office and outcomes of the plan of operation.
- Performs other responsibilities requested by supervisor.

**Qualifications**

- Bachelor's Degree required. Minimum of 3+ years of experience managing or progressively moving up in a comprehensive annual giving program, alumni relations program, or related experience, preferably in higher education.
- Experience closing annual fund gifts through face-to-face solicitation at the \$1,000 to \$25,000 level.
- Proven experience as a relationship builder with success strengthening relationships through face-to-face engagement, focused email and social media engagement.
- Curious, analytical, persistent, detail-oriented and relationship-centered. A creative thinker and problem solver who works well both independently and in collaboration with others.
- Leadership skills to inspire confidence as well as motivate others. Excellent interpersonal, verbal and written communication skills to relate to a diverse clientele.
- Computer literacy necessary with an emphasis on advancement CRMs and MS Office Suite.

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**About Boyden**

Founded in 1946, Boyden global executive search was the first firm to focus entirely on retained executive search. Others would soon follow, using many of the basic tenets and principles that Sidney Boyden put in place: maintaining a strict code of ethics and standards; establishing a global presence; creating uniform processes; and working with highly experienced business partners. These aspects of Sidney Boyden's vision are still in use today.

Boyden continues to be a leader in the executive search industry. Through the ever-expanding use of cutting-edge technology, while always adhering to strict ethical standards, we remain true to our rich heritage as the founders of retained executive search. We cover the globe with over 70 offices in more than 40 countries, led by resident professionals adept at working in a global economy. We are poised to help our clients find the people who will lead them today and into the future. In addition to retained executive search, Boyden works with clients seeking advice regarding their Boards. We also assist clients with interim management and leadership assessment.

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