



WILLIAM & MARY

CHARTERED 1693

OFFICE OF UNIVERSITY ADVANCEMENT

Senior Stewardship Communications Manager

Mission Statement

We create the conditions for opportunity – human, financial & experiential – by garnering and stewarding the resources that advance William & Mary.

Position Summary

Gifts to William & Mary are an investment in the education of the next generation of creative thinkers, principled leaders, and compassionate global citizens equipped for lives of meaning and distinction. We are enormously grateful to our donors, who provide critical resources to meet our evolving needs. The Senior Stewardship Communications Manager ensures our donors receive the gratitude and recognition on behalf of the university and its leaders and helps to publicize the impact of these generous gifts. Stewardship, put simply, is how we take care of our donors.

The Senior Stewardship Communications Manager reports to the Senior Director of Advancement Communications and partners with and advises colleagues across University Advancement to help the university advance its fundraising goals by stewarding our donors, alumni, and friends. They are responsible for pitching, researching, creating, writing, and editing compelling communications to cultivate and recognize supporters of William & Mary.

A primary responsibility of this role is preparing strategic donor relations and stewardship communications for the Senior Vice President (SVP) for University Advancement and managing the Stewardship Communications Specialist, who writes personalized gift acknowledgments for the university's President and the SVP. The Senior Stewardship Communications Manager will also work closely with the executive director of donor relations and their team to execute the stewardship strategy through compelling communications and events. They will oversee messaging for stewardship events, including identifying, scripting and preparing speakers; drafting invitations, reminders and follow-up emails; and creating collateral, including printed materials and presentations. They prepare other stewardship-related remarks, presentations, targeted email, printed documents, articles, reports on key funds, press releases and web pages for University Advancement and other units. Additionally, the Senior Stewardship Communications Manager creates strategic communications plans, analyzes trends, evaluates feedback, and makes recommendations for improvement.

The Senior Stewardship Communications Manager will help foster a culture of belonging that provides opportunity for all people and perspectives. This is a hybrid position based in Williamsburg, VA, that offers a flexible work environment.

Learn more about University Advancement and view the full position description for this job on the University Advancement recruitment website: <https://advancement.wm.edu/come-work-with-us/open-positions/index.php>.

Required Qualifications

- Bachelor's degree in a field that required significant writing and research or at least three years' experience directly related to the position.
- The desire and ability to work and succeed in a fast-paced environment.
- Demonstrated initiative, independent judgment, and a positive, responsive, service-oriented attitude.
- Excellent writing, editing and proofreading skills, including use of style guides, with the demonstrated command of correct grammar, punctuation and spelling.
- Experience writing executive communications.
- Experience expressing nuanced ideas in a creative and accurate manner (typically 3 years).
- Experience and comfort using Microsoft Word, Excel, Outlook and Teams, as well as Adobe Acrobat (typically 3 years).
- Detail-oriented research skills, including using internet-based databases.
- Commitment to diplomacy, tact and confidentiality when working with individuals on and off campus and responding to Advancement audiences.
- Excellent analytical and problem-solving skills and the ability to exercise good judgment and make sound decisions in support of William & Mary's goals.
- Great degree of flexibility and outstanding organizational skills with the demonstrated ability to manage multiple and competing projects concurrently while adhering to strict deadlines.
- An appreciation for William & Mary, its mission, history and unique focus on undergraduate research and a liberal arts education.
- A curious nature and interest in lifelong learning.
- The desire and ability to innovate and implement dynamic change, as well as adapt to change initiated by others.
- The desire and ability to exceed goals.
- The desire and ability to build consensus among colleagues and work with diverse audiences.

Preferred Qualifications

- Experience in coordinating and developing communications across a variety of marketing channels.
- Previous stewardship writing experience or writing experience to thank and recognize clients, supporter, or members.
- Experience writing scripts/remarks for themselves or others to deliver.
- Experience interviewing subjects of articles and writing profiles based on those interviews.
- Extensive portfolio that includes a variety of digital and print communications pieces.
- An in-depth understanding of best practices in university or nonprofit marketing and communications.
- Curiosity about fundraising principles, particularly in a higher education setting.
- Strong project management skills with the ability to identify short-and long-range goals and affect, interpret and implement communication strategies including work on cross-functional teams.

Conditions of Employment

- This is a non-exempt position, eligible to receive overtime in accordance with the Fair Labor Standards Act. This position may be subject to overtime during high peak times, etc. as directed and approved by the supervisor.
- This position is subject to evening and weekend work.
- This position requires the ability to travel as required.
- Eligible for hybrid work (works remotely at least one day per week but not full time).

Position Duties

35% Executive Communications

- Prepare strategic communications for the Senior Vice President (SVP) for University Advancement, including emails, blog posts, op-eds, remarks and other materials that cultivate and steward donors and position the SVP and the university as thought leaders.
- Manage the Stewardship Communications Specialist, who writes personalized gift acknowledgments for the university's President and the SVP, including assisting with tracking, drafting and editing.
- Serve as communications lead for the SVP to address their needs in a timely manner.

35% Stewardship Event Support

- Source, create and develop compelling content to ensure that priorities and key messages are articulated clearly and consistently through stewardship events and communications.
- Identify, script and prepare speakers and panelists.
- Draft invitations, reminders and follow-up emails.
- Create collateral, including printed materials and presentations.

20% Stewardship Communications Plans

- In collaboration with the executive director of donor relations, partner with and advise colleagues in the donor relations team and across University Advancement to develop and implement strategic communications plans that help the university advance its fundraising and stewardship goals.
- Pitch, research, create, write, and edit compelling content to steward and cultivate donors through various communication channels including presentations and speeches, reports, targeted email and mail campaigns, printed documents, articles, appeals, web pages, social media, and other communications or collateral for University Advancement and other units.
- Generate, research and identify ideas for stories that highlight donors who are working on efforts that advance the mission and vision of William & Mary.
- Identify the best communication channel for the content and target writing style and messaging as appropriate for the channel.
- Collaborate with other staff across University Advancement in the development of content and the execution of tactics that ensure content is reaching intended audiences.
- Analyze trends, evaluate, feedback on communications and recommend improvements.

10% Collaborative Projects

- Serve as a liaison to and team lead for a set of communication clients within University Advancement.
- Edit and proofread collateral produced by University Advancement and external partners at a high standard that ensures accuracy, consistency and quality.
- Assist senior director, executive director and project managers in creating production schedules and managing communication projects.
- Participate in working groups to plan, coordinate and execute original communications products and publications related to special events and programs.
- Attend meetings and provide information and assistance to colleagues.
- Update donor records.

Equal Opportunity Statement

EEO is the law. Applicants can learn more about William & Mary's status as an equal opportunity employer by viewing the "Know Your Rights" poster published by the U.S. Equal Employment Opportunity Commission. <https://www.eeoc.gov/know-your-rights-workplace-discrimination-illegal>

Background Check Statement

William & Mary is committed to providing a safe campus community. W&M conducts background investigations for applicants being considered for employment. Background investigations include reference checks, a criminal history record check, and when appropriate, a financial (credit) report or driving history check.

Benefits Summary Statement

William & Mary offers our employees a full array of benefits including retirement, health insurance with options for expanded dental and vision along with group and optional life insurance with coverage for spouse and children, flexible spending accounts, and an EAP (Employee Assistance Program). Our employees enjoy additional university benefits such as educational assistance, professional development, wellness benefits, and a robust holiday schedule. All employees have access to fitness facilities on campus. Staff members also have access to the university libraries, and much more.



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In addition to salary, William & Mary provides wonderful benefits and perks that add to an employee's total compensation package. Below is a comprehensive overview of benefits for the **Senior Stewardship Communications Manager** with the top salary of **\$70,000, commensurate with experience**. This position is classified as operational which defines the benefits package.

HEALTH & LIFE

Our **health plan options** are designed to support a healthy lifestyle for you and your family. As state employees, we have multiple health insurance plans to attend to our employees' health needs. The Commonwealth's Department of Human Resources Management (DHRM) administers all plans. For in-depth descriptions and cost of premiums for each plan, including optional buy-ups, visit [DHRM's Health Benefits website on plan choices](#). *New employees are required to make health coverage selections within 30 calendar days of hire date.*

Optional Life Insurance For benefits-eligible employees, a group life insurance policy is provided for you. The amount is equal to your annual salary rounded to the next highest thousand (when applicable), and then doubled. This is a double indemnity policy that would pay twice the value of the insurance in the event of an accidental death. .

Long Term Care Insurance The Virginia Retirement System (VRS) has contracted with Genworth Life Insurance Company to offer Long-Term Care Insurance to Commonwealth of Virginia employees. Coverage is participant-paid (directly billed to employees and not payroll deducted) for a monthly benefit allowance of covered long-term care expenses.

TIME OFF

In addition to 12 paid holidays per year, you will accrue between 12 and 27 days per year of **annual leave**, which may be used however you wish, including vacations and other personal purposes, or to cover other kinds of leave for which you have zero balance.

A benefit unique to William & Mary eligible employees is an additional 16 hours of paid leave per year for **community service leave**, for services within their communities through school assistance or as a volunteer member of a community service organization, so you can get out there and be a part of the broader community.

RETIREMENT

In addition to Social Security, contributions will be made for you to a Virginia Retirement System (VRS) plan. The VRS plan that you are eligible to participate in is based on your hire date.

VRS Hybrid Plan (*for employees hired on or after January 1, 2014 with no prior state service*)

This is a combination of a defined (or fixed) benefit retirement plan and defined contribution (or 401k-like) plan. Members must have at least five years of service and have attained age 60 to retire early with reduced benefits. To receive full benefits, the member must be of social security age and have at least five years of service credit or when age and service credit equal at least 90. The benefits received under the defined benefit portion of the plan are determined by salary, length of service, age at retirement, and the retirement income option selected (e.g., survivorship, partial lump-sum optional payout). The benefits received under the defined contribution portion of the plan are determined by the contribution level and fund performance over time. More information about the [VRS Hybrid Plan](#) can be obtained at the VRS website.

ADDITIONAL PERKS

In addition to the perk of living in Williamsburg, close to beautiful parks, nature trails, fabulous shopping, Second Sundays on Merchant's Square, farmer's markets and more, William & Mary employees enjoy these additional perks.

EMPLOYEE EDUCATIONAL ASSISTANCE

The [Educational Assistance Policy](#), permits eligible faculty and staff who participate in the VRS or ORP retirement program to take advantage of educational opportunities. Participation in the program is by approval only. An eligible employee may be approved to enroll in an academic credit course of instruction at William & Mary and have the current tuition paid for or waived within the terms of the policy. An eligible employee may also be approved to enroll in an academic credit course of instruction at an institution other than William & Mary and have the current tuition reimbursed under the terms of the policy, provided the courses are not offered at William & Mary and are directly related to the employee's job.

AFLAC

Employees can choose from different optional policies for coverage such as cancer insurance, intensive care insurance and disability, etc. These are optional plans. For additional information please call 1-800-992-3522 or visit [AFLAC](#) on the web.

DISCOUNTS

W&M ID Card Local Discounts: Employees can use their ID card at participating local vendors in the Williamsburg area to receive discounts on meals, lodging and purchases.

Colonial Williamsburg Collegiate Pass: W&M employees are eligible for a discounted Colonial Williamsburg Collegiate Pass, which includes the use of Colonial Williamsburg's bus system and

admission into any of the exhibits in the restored area. Present your W&M ID at the Colonial Williamsburg Visitor's Center or ticket offices to get your discounted pass.

Statewide Discounts: [DHRM List](#) information is online.

OTHER GREAT PERKS

Use of W&M Facilities: Many university facilities, including the [recreational facilities](#) and [the libraries](#), as well as [fitness classes](#), are available to employees. Contact specific facilities for details.

SunTrust Bank: SunTrust Bank provides benefits to William & Mary employees. For questions and assistance, please contact your local Jamestown Road SunTrust Branch (1186 Jamestown Road, Williamsburg, VA 23185) at 757-603-4749.

Child Care: [Williamsburg Campus Child Care](#) (WCCC) is a nonprofit organization which has had a successful program in Williamsburg since 1981.

CommonHealth: [CommonHealth](#) of Virginia offers programs available to all full-time William & Mary employees and dependents.

Legal Resources: [Legal Resources](#) is a program that allows employees to pay \$16.50 per month for legal services. Visit the website to learn more.