

WILLIAM & MARY

UNIVERSITY ADVANCEMENT

Assistant Director, Events & Marketing

Mission Statement

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

The Office of Career Development & Professional Engagement empowers students and alumni to explore professional possibilities and navigate lifelong career development.

Position Summary

The Assistant Director for Events & Marketing (Assistant Director) is a key member of the Office of Career Development & Professional Engagement which is housed in the Office of University Advancement at William & Mary.

The Assistant Director reports to the Director of Career Development & Professional Engagement Operations, with a dotted line to the Executive Director of Strategic Events and is responsible for event coordination and support of events and programming for the Office of Career Development & Professional Engagement. The Assistant Director will work directly with vendors, campus partners, employers, students and the career team as well as colleagues within Advancement to provide pre-planning and onsite management of assigned events. In collaboration with the Director of Operations, they will develop and implement marketing strategies that increase awareness, engagement, and event participation.

The Assistant Director will help foster a culture of belonging that embraces all people and perspectives. This position is based in Williamsburg and is expected to work in the office campus. 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 Business, Hospitality, Marketing or related field, or relevant certificates.
- Experience in planning or coordinating meetings and events and managing logistics (Typically 2+ years).
- Demonstrated strong sense of customer service and is a team player who is also comfortable as a self-starter.

WILLIAM & MARY

UNIVERSITY ADVANCEMENT

- Demonstrated outstanding interpersonal skills to develop and foster communication and teamwork with a diverse audience including alumni, donors, faculty, staff, students, and the university community.
- Excellent computer skills and proficiency with Microsoft Office products, Canva, Adobe Creative Cloud and a variety of computer applications including word processing, ~~graphic design~~, spreadsheets, databases, and online systems.
- Exceptional organizational skills, detail oriented, and ability to manage multiple priorities in a fast-paced environment.
- Excellent verbal, written, and interpersonal communication skills and displays sensitivity to personal information.
- Knowledge of successful event planning and execution practices.

Preferred Qualifications

- Advanced degree in Business, Hospitality, Marketing or related field, or relevant certificates
- Experience with event planning and coordination in higher education or career services.
- Experience with social media and web-marketing based platforms
- Experience with procurement and accounts payable processes such as processing and tracking vendor quotes, invoices and payments.
- Experience working in a higher educational setting and managing student employees.
- Experience with event planning and coordination in higher education or career services
- Experience in the travel/educational travel industry.
- Skills related to online survey tools and website support.
- Experience with CRM databases, Adobe Creative Cloud, event management software, and digital communication tools.
- Experience using careers services management tools, platforms, or applications, e.g., Symplicity, 12Twenty, College Central Network, etc.
- Demonstrated skills in event data analysis and budgeting/forecasting.

Conditions of Employment

- Ability to work occasional early mornings, evenings, and weekends as needed.
- Ability to lift and carry up to 50 pounds.
- Valid driver's license and reliable transportation are required to perform the duties of the position.
- Ability to safely operate a golf cart; training will be provided.
- Frequent travel to on-campus locations, with occasional travel to off-campus sites.
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WILLIAM & MARY

UNIVERSITY ADVANCEMENT

- This position is subject to additional hours beyond the typical workday, to include evenings and weekends.

Job Duties

Event & Marketing Management 70%

- Gather quotes or proposals in areas of food and beverage and venue location and rental in local and national markets. Place and confirm orders after team review.
- Produce and manage invitations, track RSVPs via various means, and produce event collateral such as nametags, place cards, menu cards, and programs.
- Develop social media content to increase awareness, engagement, and attendance.
- Manage and mentor the student marketing team in the creation and execution of marketing content ensuring brand consistency, meeting deadlines and increasing audience engagement.
- Liaise with other offices to set and adhere to deadlines set forth for event production and engage with various constituent offices and departments throughout campus to provide pre-planning and onsite management of assigned events.
- Plan and manage internal staff meetings and retreats.
- Provide onsite support for events (e.g., building and managing onsite registrations, serving as a production assistant).
- Distribute post-event surveys and compile results. Provide event research/reports as necessary.
- Participate with the staff in the development and implementation of special events.

Office Management 15%

- Work with the Director of Operations to process event invoices and payments. Report on outstanding payments.
- Maintain event supplies and ensure inventory is organized, relevant, and available. Anticipate needs, place and expedite orders as needed. Research new vendors and products for cost efficiencies and collateral items.
- Gather and maintain current information for business contacts, sponsors and vendor lists.
- Manage Office of Career Development & Professional Engagement events calendar, liaising with other campus entities to bring awareness of career events to the campus master calendar.

General Administrative Support 15%

WILLIAM & MARY

UNIVERSITY ADVANCEMENT

- Serve as the initial/front-facing point of contact for events, responding to emails, and performing other duties to communicate with internal and external stakeholders.
- Maintain accurate events records in TribeCareers, powered by Symplicity, and electronic event files.
- Analyze social media performance using analytics and recommend improvements.
- Run event reports through TribeCareers that show data analysis, budget event spending and event forecasting.
- Prepare and distribute event briefings for career events and programs.
- Attend Strategic Events meetings in University Marketing.
- Other duties as assigned.

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. To learn more, go to: <https://www.wm.edu/offices/hr/currentemployees/benefits/index.php>

WILLIAM & MARY

UNIVERSITY ADVANCEMENT

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 **Assistant Director, Events & Marketing** with the top salary of **\$48,000, 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 tend 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 12 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

Under the [Educational Assistance Policy](#), faculty and staff who are eligible for retirement participation may be eligible to enroll in certain academic credit courses at William & Mary and have the current tuition paid or waived for up to 6 credit hours each semester and during summer session (all summer sessions combined). Some restrictions do apply. In certain cases, an employee may be approved to enroll in an academic course at an institution other than William & Mary and have the current tuition reimbursed. If you have questions after reading the policy, please contact the Tax Compliance Office at Tax@wm.edu.

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.