

# WILLIAM & MARY

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## UNIVERSITY ADVANCEMENT

### Copyeditor

#### Mission Statement

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

At William & Mary, we convene great hearts and minds to meet the most pressing needs of our time. As such, the university aspires to attract and retain exceptional students, faculty and staff who keep W&M at the forefront of teaching, learning and research. University Marketing emphasizes three core areas – enrollment, advancement and reputation – to enhance William & Mary’s standing as a top institution of higher learning in the U.S. and around the globe. Through its work to strengthen brand perception, student recruitment, alumni engagement and fundraising, University Marketing advances William & Mary’s distinctive excellence, raises its profile worldwide and secures its financial foundation – creating meaningful connections and wide-ranging impact for all times coming.

#### Position Summary

The Copyeditor is a key member of the Strategic Communications team in University Marketing at William & Mary. In keeping with William & Mary’s values of excellence and integrity, all of our communications must be accurate, consistent, error-free, adhere to our style guides (internal and Associated Press) and convey their message clearly and concisely. The Copyeditor reports to the Director of Advancement Communications and partners with and advises colleagues across University Marketing to help the university, William & Mary Foundation or other university foundations advance their goals by ensuring their materials meet these high standards.

The majority of the Copyeditor’s work is copyediting print and digital materials to ensure they align with William & Mary’s editorial style guide and brand guidelines, Associated Press (AP) style and accepted rules of spelling and grammar. They will also verify names and constituent information in our customer relationship management database and fact check other information included in our materials as necessary. The Copyeditor may also recommend edits to increase clarity, readability and accuracy, while keeping within the voice and tone of the piece. They will communicate needed changes and the reasoning for them with the Director of Advancement Communications, colleagues within University Marketing and university partners as necessary.

In addition, the Copyeditor will create written materials in support of our advancement efforts. These may include letters and emails thanking our donors, including on behalf of the vice president for university advancement and the university's president; reports on the impact of key funds; articles for the W&M Alumni Magazine and our websites about our alumni and initiatives, based on interviews with alumni, staff and others; print and web copy for prospective students and their families; and other writing that advances our culture of philanthropy and engagement. These writing assignments will require research skills, creativity and the ability to write in different voices and tones for different audiences.

The Copyeditor will help foster a culture of belonging that embraces all people and perspectives. This is a hybrid position based in Williamsburg that offers a flexible work environment.

Learn more and download the position description on the University Advancement recruitment website: <https://advancement.wm.edu/come-work-with-us>.

### Required Qualifications

- Bachelor's degree in a field that required significant writing and research or several
- (typically three or more) 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 and comfort using Microsoft Word, Excel, Outlook and Teams, as well as Adobe Acrobat (typically three years).
- Experience writing and editing articles in journalism or public relations styles.
- Experience writing in a variety of voices and tones.
- Commitment to diplomacy, tact and confidentiality when working with individuals on and off campus and responding to Advancement audiences.
- Great degree of flexibility and outstanding organizational skills with the demonstrated ability to manage multiple and competing projects concurrently while adhering to strict deadlines.
- Strong interpersonal communications skills, including the ability to explain editorial changes and discuss alternative wording options clearly and respectfully.
- The ability to build consensus among colleagues and work with diverse audiences.

### Preferred Qualifications

- Excellent analytical and problem-solving skills.

- Detail-oriented research skills, including using internet-based databases.
- Experience writing in the voice of a specific person (ghostwriting), preferably an institutional leader.
- Experience using a customer relationship management database (CRM) such as Blackbaud or Salesforce.
- Comfortable using Adobe InCopy.
- Extensive portfolio that includes a variety of digital and print communications pieces.
- An understanding of best practices in university or nonprofit marketing and communications.

### 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 eligible for a flexible work schedule.
- This position is subject to evening and weekend work.
- This position requires the ability to travel as required.

### Job Duties

#### Copyedit, 70%

- Ensure all materials adhere to W&M's editorial style guide and brand guidelines.
- Ensure all materials adhere to Associated Press style (except when superseded by W&M style), follow accepted spelling and grammar rules and are free of copy errors.
- Recommend edits that improve the clarity, readability and accuracy of text, while keeping within the piece's voice and tone.
- Verify all names listed in our materials against the customer relationship management database (Wren) to ensure they are correctly listed.
- Request updates to Wren or other university resources when errors are found.
- Conduct research to fact check data, statistics and other claims included in materials.
- Explain edits and discuss alternate wording options with the Director of Advancement communications, colleagues within University Marketing and external partners.
- Check printer proofs to ensure all text edits were incorporated correctly.
- Keep up with changes to AP Style, preferred terminology related to diversity, equity, inclusion and belonging, and other higher education-specific terminology and styles.

#### Develop Content, 25%

- Create written materials in support of William & Mary's advancement efforts. These may include letters and emails thanking our donors, including on behalf of the vice president for university advancement and the university's president; reports on the impact of key funds; articles for the W&M Alumni Magazine and our websites about our alumni and initiatives, based on interviews with alumni, staff and others; print and web copy for prospective students and their families; and other writing that advances our culture of philanthropy and engagement.
- Analyze trends, evaluate, feedback on communications and recommend improvements.

#### **Common Tasks, 5%**

- Attend meetings and provide information and assistance to colleagues.
- Assist University Marketing in staffing large-scale events, as is required for all department staff.
- Learn about the university and participate in campus and advancement programs.

#### **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/uhr/benefits/index.php?type=none>

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## 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 **Copyeditor** with the top salary of **\$55,000, 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](mailto: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.