



# WILLIAM & MARY

CHARTERED 1693

OFFICE OF UNIVERSITY ADVANCEMENT

## **Communications Manager - Alumni Engagement**

### **Mission Statement**

In University Advancement, we create 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 institutional 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 Communications Manager - Alumni Engagement is a key member of the Strategic Communications team in University Marketing at William & Mary. University Marketing includes all William & Mary efforts to develop and execute marketing programs and campaigns that increase brand identity, perception and awareness across three core areas: enrollment, advancement and institutional reputation. William & Mary’s ability to flourish and advance as a preeminent university depends largely on our ability to drive competitive application and enrollment metrics, ensure long-term financial sustainability and raise W&M’s profile on a national and global scale.

Reporting to the Director of Communications, the Alumni Engagement Communications Manager partners with and advises colleagues in Advancement to develop strategic communications plans that help the university advance its goals. The person in this position will be a key partner for colleagues across the university and in the W&M Alumni Association, focusing on communications to and about alumni.

The Alumni Engagement Communications Manager is responsible for pitching, researching, creating, writing, and editing compelling content for digital and printed communications that seek to engage our constituents. These communications include the W&M Alumni Magazine, engagement and fundraising materials, event invitations and collateral, scripts webpages, video captions, emails, social media posts and more.

University Marketing is led by a creative and collaborative team of talented professionals who bring their unique expertise to every project. Our innovative, inclusive and results-oriented approach positions William & Mary as a preeminent university at the vanguard of academic achievement and leading-edge research. University Marketing’s work helps to create a lasting, robust culture of engagement and philanthropy by engaging prospective and current students, alumni, parents and friends, corporations and foundations, and faculty and staff. Engagement is often defined as “going, giving and serving” — staying

connected and active in the W&M community through attending events, contributing philanthropically and volunteering. William & Mary's ability to flourish and advance as a world-class university depends largely upon the active support of these key stakeholders.

The Alumni Engagement 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.

Please review the full position description with all job duties under the "Featured Job Opportunities" on the University Advancement recruitment website: <https://advancement.wm.edu/come-work-with-us/open-positions/index.php>

### **Required Qualifications**

- Bachelor's degree in journalism, communications, marketing, English or related field or several (typically 3 or more) years' experience directly related to the position.
- Experience telling stories in a creative and accurate manner, with the ability to perform a variety of different writing tasks with creativity, imagination, originality and effectiveness in message development and communications.
- Strong knowledge of marketing or communication principles.
- 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 3 years).
- Firm understanding of web technologies and applications, including mass email systems, social media tools and current communication trends.
- Demonstrates 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 with the proven ability to work with a diverse audience and collaboratively with other writers, and designers and other team members and effectively collaborate, build support and consensus across a complex organization and express nuanced ideas.

### **Preferred Qualifications**

- Experience in all aspects of public communications including strategy, planning, project management, editing, and publishing (typically three or more years).
- Significant experience in print publication and integrated media communications (typically five or more years).
- Extensive portfolio that includes a variety of communications pieces (including publications, appeal letters, social media collateral, proposals, talking points, website content, scripts, and digital communications).
- Knowledge of admission, enrollment, advancement, and student information systems.
- An in-depth understanding of best practices in university marketing and communications.
- Understanding of the operating structure of universities and the complex relationship of public universities to their constituencies.

### **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.

## **Position Duties**

### **Develop Content 70%**

- Source, Create, and Develop Content for Various Communications Channels
- Pitch, research, create, write, and edit compelling content for various communication channels including speeches, targeted email and mail campaigns, event collateral, articles, appeals, webpages, engagement and fundraising materials, social media and other communications.
- Identify the best communication channel for each piece of content and target writing style and messaging as appropriate for the channel.
- Generate, research and identify ideas for stories that highlight alumni, students, faculty, staff and alumni who are actively engaged in advancing the mission, vision and values of William & Mary
- Pitch creative ideas that offer a unique interpretation or editorial opinion that reflect the W&M brand and support key messages and goals.

### **Execute Communications 25%**

- Design, develop and implement communications plans, based on best practices for fundraising, philanthropy and engagement.
- Partner with and advise colleagues in Advancement to develop and implement strategic communications plans that help the university advance its goals.
- Collaborate with other staff across University Marketing in the development of content and the execution of tactics that ensure content is reaching intended audiences.
- Keep up with trends in higher education communications and nonprofit engagement, evaluate current communications and recommend improvements.
- Analyze trends, evaluate, feedback on communications and recommend improvements.

### **Common Communication 5%**

- Serve as a liaison to and team lead for a set of communication clients.
- Participate in working groups to plan, coordinate and execute original communications products and publications related to special events and programs.
- Assist director, executive director and project manager in creating production schedules and managing communication projects.
- 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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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 **Communications Manager - Alumni Engagement** 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 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.