



Assistant Director, Alumni Engagement – Virginia and Southeast Regions

Mission Statement

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

Position Summary

The Assistant Director, Alumni Engagement - Virginia and Southeast Regions is a key member of the Alumni Engagement team in the Office of University Advancement at William & Mary. Alumni Engagement ensures that all W&M alumni are engaged, involved, represented, and encouraged to be active with, informed about, and supportive of William & Mary.

Reporting to the Senior Director, Alumni Engagement, the Assistant Director is responsible for building community among William & Mary alumni in the Virginia and Southeast regions. The Assistant Director will manage a portfolio of volunteer leaders and act as an ambassador to alumni for the university. This role will develop, deliver and manage in-person and digital engagement opportunities that strengthen the lifelong ties alumni have to each other and to alma mater.

The Assistant Director is also responsible for documenting, reporting and budgeting for their programming, as well as managing university and William & Mary Alumni Association funds.

. The Assistant Director will lead with university values to foster a culture of belonging and trust that embraces all people and perspectives. This position is based in Williamsburg, VA, offers a flexible work environment and includes opportunities for travel throughout the US. Review the full position description with all job duties under the “Open Positions” on the University Advancement website.

<https://advancement.wm.edu/come-work-with-us/open-positions/index.php>

This position is based in Williamsburg, VA, and offers a flexible work environment.

Required Qualifications:

- Bachelor’s degree or equivalent combination of education, training and or experience.
- Experience in alumni relations, fundraising, volunteer management or a related field such as enrollment or membership management (typically 2 years).
- Strong project coordination, program development, and event coordination experience (typically 2 years).
- Working knowledge of fundraising principles and volunteer management with the ability to manage and train volunteers.

- Excellent interpersonal and communication skills, with the proven ability to work effectively with a diverse constituency and collaboratively with colleagues, while exercising discretion and diplomacy in all interactions.
- Strong analytical and problem-solving skills with the ability to compile and analyze data and produce metrics, exercising sound judgment when making decisions or recommendations, especially in high pressure situations.
- An independent nature, with the ability to work effectively and successfully off campus with minimal supervision.
- Proficiency with Microsoft Office products, specifically MS outlook, Word, and Excel, as well as other software proficiency in databases and web-based applications.

Preferred Qualifications

- Familiarity with creating and promoting events through various communication channels.
- Extensive knowledge of the campus, mission and traditions of William & Mary.
- Experience in data research, program analysis and producing metrics, using a CRM or relational database and other resources.
- Demonstrated experience in fundraising, student engagement, or volunteer management or closely related field.

Conditions of Employment

- Flexibility is required as this position is subject to overtime during high peak times (to include occasional evenings and weekends around college events and deadlines), as needed.
- Flexibility and the ability to travel frequently.
- Ability to lift 25 lbs.

Remote Work Eligibility: Hybrid (works remotely at least 1 day per week but not full-time)

Job Duties

Relationship & Volunteer Management, 40%

- Cultivate relationships with regional alumni and volunteer leaders by managing a portfolio focused on volunteer pipeline development and executing engagement initiatives that include regional events, volunteer opportunities, and digital platforms such as One Network.
- Meet with alumni, current volunteers and potential alumni volunteer leaders in the Virginia and Southeast Regions, virtually and in person, to promote the priorities of William & Mary.
- Lead and document follow-up communication with alumni and volunteer leaders.
- Identify and recommend potential prospective alumni for boards, councils, and other volunteer opportunities.
- Serve as primary liaison to network leaders in the Virginia and Southeast Regions, provide network and volunteer training, and attend network leader meetings to represent the W&M alumni association and the university. Lead annual reporting activity, strategic plans and budgeting for volunteer networking programming.

Engagement Programming Management & Analysis, 30%

- Collaborate with the University Advancement Strategic Events team to design, develop, and manage in-person and virtual alumni engagement opportunities, including event logistics, communications, and onsite coordination, to cultivate meaningful connections among alumni, parents, friends, and students.
- Constantly analyze programming and make recommendations for program refinement. Responsible for reporting, assessment and ROI for alumni engagement events and programs.
- Assist in survey, metrics and bench-marking logistics for engagement opportunities and programming, including distribution of surveys, compilation of results, and management of follow-up, including analyzing effectiveness and progress of regional programs.
- Research industry trends and identify best practices to enhance alumni engagement programming, ensuring fresh, relevant, and impactful experiences for regional alumni, donors, and prospective supporters.

Cross-Campus Partnerships, 20%

- Work closely with the Regional Advancement and Career Development and Professional Engagement teams, as well as various constituent offices and departments throughout campus as a primary liaison to regional alumni networks, volunteers and emerging markets, including providing volunteer training.
- Enhance and foster deeper partnerships and engagement opportunities and programming with campus departments including, but not limited to Raymond A. Mason School of Business, School of Education, Law School, VIMS and the Batten School, College of Arts & Sciences, School of Computing, Data Science and Physics, Student Affairs, University Libraries, Muscarelle Museum of Art, W&M Athletics, and others.

Administrative, 10%

- Support regional engagement efforts through administrative functions including documenting alumni outreach, developing volunteer training materials, and managing budgets and expenses to ensure efficient and effective program execution.

Equal Opportunity Statement

William & Mary values diversity and invites applications from underrepresented groups who will enrich the research, teaching and service missions of the university. The university is an Equal Opportunity/Affirmative Action employer and encourages applications from women, minorities, protected veterans, and individuals with disabilities.

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

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OFFICE OF 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 Alumni Engagement – Virginia and Southeast Regions with the top salary of \$50,000.** This position is classified as professional, which defines the benefits package.

HEALTH & LIFE

Our **health plan options** are designed to support a healthy lifestyle for you and your family. You may enroll in a statewide health plan, regional plan, or, if living or working in the Hampton Roads area only, a health maintenance organization (HMO). Full-time employees pay the employee portion of the total monthly premium, and the state pays the remainder of the cost, anywhere from \$584 to \$1,802 per month depending on the employee's plan; premiums are deducted from paychecks before taxes are paid.

Group life insurance policy is also 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.

Employees are covered by one of two disability plans: University Sick & Disability Plan (university plan) or Virginia Sickness and Disability Program (VSDP).

University Sick & Disability Plan provides 100% pay for 120 calendar days for you if you experience an illness, surgery or accidental injury that requires you to be absent from work more than seven calendar days. Each July, 30 days of short-term disability are restored. A long-term disability plan is available for an additional cost.

The Virginia Sickness and Disability Program (VSDP) provides 60% pay up to six months for you if you experience an illness, surgery or accidental injury that requires you to be absent from work more than seven calendar days. This percentage increases after five years of service. A **long-term disability** plan is also available at no cost to you. This provides you with 60% preinjury salary.

TIME OFF

In addition to 12 paid holidays per year, William & Mary offers several leave programs. You will accrue 24 days per year of **annual leave**, which can be used for personal time, vacation, and sickness. Employees also accrue 4 - 8 days of **sick leave** to be used if you are sick or injured, or for medical appointments.

A benefit unique to William & Mary eligible employees is an additional 16 hours of paid leave per year for **community service leave**, so you can get out there and be a part of the broader community.

RETIREMENT

All salaried and benefits-eligible employees can choose to participate in the state retirement plan (VRS) or the Optional Retirement Plan (ORP). VRS contains both a pension benefit with 100% vesting after 5 years of employment and a defined contribution component with William & Mary contributing up to

3.5%. With ORP, vesting is immediate and is solely a defined contribution plan in which William and Mary is contributing 8.5% of your salary.

Take advantage of any or all our optional 403(b) and 457 savings programs offering pre-tax savings or Roth after-tax deferrals. Contribute up to the IRS-determined limit annually in each account and receive a 50% match from William & Mary for up to \$20 per pay period.

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, disability insurance, etc. These are optional plans. More information about AFLAC can be found on the [AFLAC](#) website, or you may contact Brad Klavan at Bradford_Klavan@us.aflac.com, or 757-652-0912.

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

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.