



# WILLIAM & MARY

CHARTERED 1693

OFFICE OF UNIVERSITY ADVANCEMENT

## Associate Director, Donor Recognition and Giving Societies

### Unit Mission Statement

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

William & Mary Foundation's defining and essential mission is to support the university's people and programs. By seeking private support, and then diligently managing those funds, the W&M Foundation advances and furthers the work of William & Mary's students and faculty —providing vital resources for scholarships, professorships, research and program funding.

Consistent with the university's shared services agreement with the William & Mary Foundation (WMF), this position is assigned 10% effort to support Foundation Services LLC, a subsidiary of WMF, with the responsibilities outlined below.

### Position Summary

The Associate Director, Donor Recognition, is an integral member of the donor relations team in the Office of University Advancement at William & Mary. The associate director will expand, elevate and ensure excellence in the execution of donor recognition, appreciation and engagement programs, communications and special events across William & Mary.

Reporting to the Director of Donor Relations for Principal Gifts, the Associate Director is responsible for the delivery of William & Mary's engagement programs related to its donor giving societies. This includes the development and management of communications, year-end stewardship campaigns, and special events including the Charter Day dinner, annual giving societies celebrations, James Blair Society induction ceremony, football and commencement in the President's Suite at Zable Stadium.

The Associate Director will also support the Director in executing bespoke recognition events for principal gift-level donors, creating targeted stewardship and gratitude communications, and designing engaging impact updates and one-pagers for key donors and funding priorities. Using a data-driven approach, the associate director will build invitation lists and ensure timely delivery of personalized communications to these constituencies.

The Associate Director will also serve as the team's primary manager for donor recognition and naming programs, working closely with William & Mary's Office of the Recording Secretary and campus partners to communicate naming guidelines, prepare plaque mockups and templates for gift officers and provide an accessible archive of photographed named spaces. The Associate Director will manage, with support from the donor relations coordinator, procurement of plaques and special commemorative gifts for major and principal gift-level donors.

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

Review and download the full position description for this job on “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 with significant and progressively responsible professional experience and specialized expertise directly related to the duties of this role.
- Advanced knowledge of MS Office with strong skills in Word and Excel.
- Demonstrated excellent administrative, oral and written communication skills, with attention to detail and the demonstrated ability to draft, edit and proofread documents, reports and thank-you letters.
- Strong knowledge of databases, e.g. customer relationship management (CRM) and content management web-based platforms with demonstrated analytical skills.
- Demonstrated excellent interpersonal skills with a strong customer service-oriented approach and the ability to work effectively with internal and external constituencies.
- Strong project coordination skills and/or experience with the ability to plan, manage and track projects through completion.
- Knowledge of event coordination with the ability to coordinate and manage event logistics.

## **Preferred Qualifications**

- Demonstrated exceptional experience in customer and/or donor relations.
- Excellent project management skills.
- Experience with other relational database systems.
- Knowledge of best practices in stewardship and donor relations in higher education.
- Experience in a higher education setting.
- Experience in a fundraising environment.

## **Conditions of Employment**

This position may require you to work additional hours beyond the typical work week, to include evenings and weekends.

## **Job Duties**

### **Donor recognition events & celebrations, 60%**

- Promote and assist in execution of William & Mary’s annual calendar of donor engagement opportunities including Charter Day and Homecoming Weekend events and special invitations to the President’s Suite at Zable Stadium for Tribe Football and Commencement.
- Manage data requests and membership rosters for W&M’s premier giving societies, volunteer boards and top prospects to promote and improve participation in signature stewardship events.
- Support the director in executing bespoke recognition events for principal gift-level donors, including, but not limited to:
  - Plumeri Awards for Faculty Excellence
  - McGlothlin Leadership Forum
  - Giving Society special events
  - Groundbreakings, dedications and ribbon-cutting ceremonies
  - Principal gift donor recognition events

- Curate and maintain inventory of donor appreciation gifts & swag

#### **Donor recognition and naming programs, 20%**

- The associate director will serve as the team's primary manager for donor recognition and naming programs, working closely with William & Mary's Office of the Recording Secretary and campus partners, including facilities management and the Office of the President to:
- Develop and communicate naming guidelines
- Prepare naming mockups and templates for gift officers
- Build and maintain a catalog of named spaces and opportunities
- Provide an accessible archive of photographed named spaces
- Oversee Living Remembrance program
- Assist gift officers in procuring plaques and special commemorative gifts for major and principal gift-level donors
- Pilot innovative recognition programs and other projects as assigned

#### **Donor communications and outreach, 20%**

- Develop and execute stewardship communications using ThankView, Salesforce Marketing Cloud and Canva-designed impact updates and one-pagers, track and analyze the effectiveness of donor communications.
- Develop and maintain the university's giving societies stewardship grid
- Develop acknowledgement and welcome letter templates for premier giving societies and donor segments
- Create and coordinate invitation outreach for donor engagement events
- Develop and execute year-end stewardship mailing for premier W&M giving societies
- Manage greeting card/e-card design, production and distribution for principal- and major-gift level donors
- Oversee annual parking pass offer and mailing
- Oversee annual giving societies welcome mailing
- Assist with James Blair Society and Royal Charter Society welcome letters

#### **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 **Associate Director, Donor Recognition & Giving Societies** position, with the salary of **up to \$60,000 commensurate with experience**. 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](mailto: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](mailto: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.