



## **Associate Director of Affinity & Generational Engagement**

### **Mission Statement**

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

### **Position Summary**

The Associate Director of Affinity & Generational Engagement is a critical role on 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.

The Associate Director of Affinity & Generational Engagement reports to the Senior Director, Alumni Engagement and is responsible for engagement and event programming for a portfolio of alumni and students based on their affinity, generational and class affiliations. The Associate Director's areas of responsibility include supporting strategic program development and execution as well as volunteer management. The Associate Director will work with the Senior Director to develop and execute strategies that maximize and leverage in-person and virtual alumni engagement opportunities to encourage greater connections between alumni and to alma mater. The Associate Director is responsible for program documentation, metrics, analysis, annual reporting activity and budgeting, which includes utilization of university and William & Mary Alumni Association funds. The Associate Director leads a team of two Assistant Directors and collaborates with colleagues across University Advancement and campus.

The Associate 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>.

**Required Qualifications**

- Bachelor's degree in a related field or the equivalent combination of education, training and/or experience.
- Strong knowledge of volunteer management, with the demonstrated ability to train and manage volunteers, develop goals and strategies for alumni, and coordinate effective alumni engagement opportunities or special events. (Typically, 3+ years)
- Demonstrated experience in alumni relations, fundraising, volunteer management or related field. (Typically, 3+ years)
- Strong customer service skills, oral and written communication skills, and the ability to work effectively with a variety of internal and external constituencies.
- Strong administrative and project coordination experience with the demonstrated ability to plan, manage and track projects through completion.
- Strong problem solving, analytical, and organizational skills, with the ability to balance competing priorities.
- Ability to develop positive, strategic working relationships among Advancement and campus partners to help in the university's overall fundraising initiatives.
- Experience managing a budget.

**Preferred Qualifications**

- Knowledge of the campus, mission and traditions of William & Mary.
- Ability to train, coordinate, and manage direct reports who serve multiple constituencies.
- Demonstrated skills using online event registration systems as well as experience with Blackbaud or other Customer Relationship Management (CRM) system.
- Experience working in marketing. (Typically, 3+ years)
- Experience in resolving staffing and logistical and other on-site issues.

**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 directed.
- Flexibility and ability to travel as needed.
- Must be able to lift 25 lbs.

**Job Duties****Strategic Program Development & Execution, 40%**

- Work with Senior Director, Alumni Engagement to design and implement strategy to engage, cultivate, and educate alumni, parents, family, friends and students on professional, intellectual, cultural and social levels to encourage greater connection with each other and to William & Mary. Execute innovative strategy for both in-person and online affinity and generational-based student and alumni engagement.
- Create and implement processes and metrics to identify, engage, track, and develop engagement pipeline through in-person and online engagement opportunities, including targeted outreach, registration, attendance, and follow-up.
- Collaborate across Advancement teams-including Alumni Engagement, Strategic Events, Career Development & Professional Engagement, Annual Giving & Philanthropic Engagement, and University Development-to execute engagement activities that best leverage and deploy volunteer, Advancement, and campus resources.
- Align engagement strategies with broader university and Advancement goals.
- Continuously research trends and best practices to enhance affinity, generational, and class-based programming.
- Collaborate with the Strategic Events team to align events and programming experiences with

university-wide strategies.

- Work with the Strategic Events team to track and assess ROI for alumni engagement events and programs, with a specific focus on regional engagement.
- Drive annual reporting activity, strategic plans, metrics, and budgeting for affinity, generational and class engagement activities and volunteer councils and networks budgets, including fiscal management of university and William & Mary Alumni Association funds.
- Ensure awareness of Alumni Engagement and University Advancement goals related to affinity, generational and class engagement across W&M, as well as opportunities to collaborate with colleagues at other schools/units.
- Constantly analyze programming and implement program improvements based on data and feedback.
- Maintain and monitor team budget for strategic use, transparency, and future programming. Adhere to procurement guidelines.

#### Volunteer Management, 30%

- Develop and grow relationships with students and alumni, and student and alumni volunteer leaders, focusing on pipeline development and engagement goals.
- Curate, steward, and collaborate with a select group of student and alumni volunteers to develop affinity, generational and class engagement strategies that capitalize on opportunities on campus and across regions.
- Execute follow-up correspondence and objectives resulting from volunteer meetings. Document all advancement activity in the CRM.
- Suggest potential prospects for boards, councils, and other volunteer opportunities.

#### Cross-Campus Partnerships, 20%

- Communicate, collaborate, and coordinate with development colleagues and Career Development and Professional Engagement team as well as various constituent offices and departments throughout University Advancement and campus to provide pre-planning and onsite management of assigned engagement opportunities and programming.
- Act as liaison between constituent offices and University Advancement teams and outside vendors and serve as a primary liaison to affinity-, generation- and class-based councils, networks, committees and groups, volunteers, and emerging constituencies, including providing volunteer training.
- Enhance and foster deeper partnerships and engagement opportunities and programming with campus departments including, but not limited to Mason School of Business, School of Education, Law School, VIMS, Arts and Sciences, Student Affairs, Swem Library, Muscarelle, Tribe Athletics, and others.

#### Performance Management, 10%

- Establish clear, well communicated expectations that relate to the goals and objectives of the affinity and generational engagement team.
- Provide staff with frequent, constructive feedback, including interim evaluations as appropriate.
- Ensure that staff have the necessary knowledge, skills and abilities to accomplish goals.
- Complete evaluations and EWPs by established deadlines with proper documentation.
- Address and document performance issues as they occur.
- Review and communicate safety issues to assure a safe and healthy workplace and a reduction in work-related absences.
- Work with Senior Director, Alumni Engagement to organize and coordinate portfolios for team members.

**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

CHARTERED 1693

## 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 Associate Director of Affinity & Generational Engagement with the top salary of \$65,000.** 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](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.