



Associate Director of Donor Engagement Events

Mission Statement

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

Position Summary

The Associate Director of Donor Engagement Events is an integral member of the Strategic Events team in University Marketing at William & Mary. The Strategic Events team creates event experiences for university constituent populations to engage, cultivate and educate alumni, friends and donors in support of the university's engagement strategies. 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.

The Associate Director reports to the Senior Director of Advancement Events and is responsible for events and event programming across the university to build and sustain a culture of engagement and philanthropy for the entire William & Mary constituent community. In partnership with the alumni engagement team and working independently and collaboratively with colleagues in University Marketing, University Advancement and across campus, the Associate Director is directly responsible for event management and programming, as well as marketing and messaging for events and event programming. Events in the Associate Director's event portfolio include both Homecoming & Reunion Weekend and Traditions Weekend.

The successful Associate Director of Donor Engagement Events will be an innovator who will foster a culture of belonging that embraces all people and perspectives. This is a hybrid position based in Williamsburg, Virginia, 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 or the equivalent combination of education, training and or experience.
- Experience in event planning or coordination to create comprehensive event timelines from conception through follow-up in a for-profit or nonprofit environment (typically, 2+ years).
- Knowledge of event marketing through both conventional and new, unconventional methods.
- Outstanding interpersonal, verbal and written communication skills, with the proven ability to work collaboratively as a team player as well as develop and foster communication and teamwork with a diverse audience including alumni, donors, faculty, staff, students and the University community.
- Excellent problem solving, analytical, and organizational skills, with the ability to balance competing priorities.
- Demonstrated proficiency with a variety of software applications, including MS Office, and a variety of databases and web-based applications.

Preferred Qualifications

- Extensive knowledge of the campus, mission and traditions of William & Mary.
- Experience working with VIPs such as elected officials, celebrities, or affluent visitors
- Demonstrated skills using online event registration systems as well as experience with Blackbaud, Salesforce or other Customer Relationship Management (CRM) system.
- Experience leading on-site management of events and resolving staffing and logistical and other on-site issues

Conditions of Employment

- This position may require additional hours beyond the typical workday/week to include evenings and weekends.
- Must have flexibility to travel, and ability to use one's own reliable personal transportation as required.
- Must be able to lift 25 lbs.

Position Duties

Event Development, 55%

- Create event experiences that engage, cultivate and educate donors, friends and alumni to encourage their increasing and continued support of William & Mary.
- Present event and program briefings to senior staff members within University Marketing, University Advancement and across the university.
- Create programs that engage, cultivate and educate donors, friends, and alumni to encourage their increasing and continued support to William & Mary. Continually research current industry trends, best practices, enhancement opportunities and new event ideas to improve event and cultivation programming planning and implementation process to ensure that events are fresh, engaging and impressive for donors, alumni & prospective donors.
- Create & direct a planning production timeline for each event in the event portfolio and manage all phases to ensure the program/event runs smoothly; lead on-site management of events in the event portfolio to include staffing and logistics; resolve issues as they arise during the planning stages and throughout the course of the event.

- Continually learn and utilize event and project management software to manage constituent team events more efficiently and effectively (for example, Blackbaud, Cvent, Social tables, Marketing Cloud, Salesforce and Teamwork).

Onsite Event Management, 25%

- Oversee event concept and the advance work for events in the event portfolio: negotiate venue/vendor agreements for all aspects of event, book event space and complete floor plan design, serve as a liaison with event vendors and manage all vendor relationships and budget to include but not limited to, invitations, catering orders, audio/visual, and security and parking attendants.
- Resolve issues as they arise during the planning stages and throughout the execution of new and existing programming.
- Manage and engage high level donors who attend or host events.
- Assist team members and staff with execution of events in their portfolios, as needed.

Marketing & Messaging, 20%

- Create a consistent message, including strategic outlook, program development, site selection and all event logistics, as well as an organized, structured and measurable communications plan.
- Act as liaison with the graphics department and strategic communications teams within University Marketing for the design, creation and mailing of invitations, (electronic or print) attendance responses and generating print pieces specific to each event.
- Approve final proof of print or media material.
- Manage and maintain event online registration program.
- Sit on university-wide event and project coordination committees to ensure quality and consistent events and programming experiences in alignment with university-wide strategies.

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

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 Donor Engagement Events** with the top salary of **\$60,000, 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.