



# WILLIAM & MARY

CHARTERED 1693

OFFICE OF UNIVERSITY ADVANCEMENT

## **Associate Director & Post-Production Manager**

### **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 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 Associate Director & Post-Production Manager is a key member of the Multimedia team in University Marketing at William & Mary. The Multimedia Team serves to strengthen brand perception, student recruitment, alumni engagement and fundraising by creating video and multimedia content that engages, cultivates and educates local, national and international audiences. The videos & multimedia content positively impacts by encouraging increases in student applications, admission yield and private support for William & Mary with thoughtful and strategic branding in support of institutional reputation.

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 & Post-Production Manager reports to the Senior Director of Multimedia and is responsible for managing the post-production team on processes and procedures related to editing, motion graphics, color correction and audio mixing to ensure the output of high-quality multimedia projects. The Associate Director & Post-Production Manager also develops videos that are fresh, engaging and impressive for students considering William & Mary and creates high-level video projects that communicate the university’s vision and achievements to appeal to donors, alumni & prospective donors.

The successful Associate Director & Post-Production Manager will help foster a culture of belonging and trust that embraces all people and perspectives. This is a hybrid position based in Williamsburg, Virginia, which offers a flexible work environment.

Learn more about University Advancement and view the full position description for this job on the University Advancement recruitment website: <https://advancement.wm.edu/come-work-with-us/open-positions/index.php>.

### **Required Qualifications**

- Bachelor's degree in related field or the equivalent combination of education, training and/or experience.
- Experience in providing a full range of media production, post-production and delivery services for high-quality multimedia projects. (Typically, 5+ years).
- Experience serving as a team project manager using an understanding of project scope, feasibility, timelines, milestones and dependencies. (Typically, 3+ years)
- Advance knowledge of post-production workflow including, but not limited to non-linear editing, media management, color correction, sound design and graphics.
- Great management and organizational skills in planning post-production workflow.
- Progressive professional experience in video production and post-production as well as a portfolio that demonstrates very strong creative proficiency.
- 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.
- Understanding of and desire to make an impact on the future of higher education.

### **Preferred Qualifications**

- Experience in providing a full range of media production, post-production and delivery services for high-quality multimedia projects in higher education, nonprofit or another environment. (Typically, 5+ years).
- Experience managing a multimedia team. (Typically 3+ years)
- Experience with Adobe Creative Cloud including Premiere Pro, Audition and After Effects.
- Ability to manage a team and delegate, review and evaluate video projects to ensure work meets concept and project requirements. Determine priorities, provide guidance, and evaluate performance and progress.
- The ability to direct and shoot university video and multimedia productions using state-of-the-art video and audio equipment.
- The ability to manage the production process, which may include finding interview subjects, creating graphics, and presenting to client and other constituents.
- The ability to develop videography that is fresh, engaging and impressive for students considering William & Mary to increase applications and yield.
- The ability to create high-level video projects that communicate the university's vision, and achievements to appeal to donors, alumni & prospective donors to increase revenue.
- The ability to lead creative projects and initiatives that communicate the university's vision and achievements.
- Ability to adapt new technology to the video production process.
- Ability to maintain all video equipment including performing regular maintenance, maintaining proper levels and calibration of cameras, audio and video recorders, and other production equipment

## Conditions of Employment

- This position requires flexibility and the ability to travel occasionally.

## Duties

### 45% Video Post-Production

- Manage post-production across the team, maintaining quality control of final deliverables.
- Manage the post-production processes, which may include collaborating with producers and presenting to campus partners and other constituents.
- Adapt new technology to the video production process.
- Manage the video server in collaboration with vendors and IT.
- Manage media file management system and archiving of content.
- Edit video projects with creativity, incorporating music, narration, sound effects, text and visuals.
- Ensure materials produced promote W&M and elevate W&M's institutional brand to increase revenue through enrollment and philanthropy.
- Develop videos that are fresh, engaging and impressive for students considering William & Mary to increase admissions.
- Create high-level video projects that communicate the university's vision and achievements to appeal to donors, alumni & prospective donors to increase revenue.

### 30% Team Management

- Manage the Post-Production Team. Delegate, review and evaluate video projects to ensure work meets concept and project requirements. Determine priorities, provide guidance, and evaluate performance and progress.
- Leverage the team's talents and skills to maximize effectiveness of work product.
- Lead creative projects and initiatives that communicate the university's vision and achievements.
- Work directly and independently with University Marketing constituents across campus to ensure video requests and needs are being accommodated to promote W&M and elevate W&M's institutional brand to increase revenue through enrollment and philanthropy.
- Manage & delegate storyboarding, videography, audio production and post-production, producing, directing, computer graphics and computer video-editing to produce high-quality video projects.
- Apply strong critical thinking skills and analysis to problem solve and execute decisions independently.
- Effectively apply project management principles for successful deployment of new systems and services.
- Train and manage a team of video interns.
- Help the Multimedia team identify opportunities for interns to assist on projects that could be efficient and effective to production and develop talent pipeline.

### 20% Idea Generation & Research

- Offer creative perspectives and interpretations for videography to be used in a variety of communication mediums.
- Lead creative projects by offering artistic direction needed for video shoots to enhance William & Mary branding & reputation.
- Help to sustain and guide the creative process.
- Find innovative ways to connect with new and existing target audiences.

- Explain the videography process to campus clients, guiding them toward the most workable solutions for their needs and requirements while fostering and educating about University Marketing goals institutional brand and the university's strategic plan.
- Create and suggest original video and multimedia projects for prospective students to increase admissions and to promote William & Mary.
- Provide expert advice and guidance on the use of video to University Marketing constituents.
- Participate in the planning and strategy for the university's use of social media and online communities for marketing and communication efforts.
- Assist in developing interview questions and storyboards.
- Offer creative perspectives and interpretations for videography to be used in a variety of communication channels.
- Develop and execute strategy of video and multimedia content for the university's social media and online communities.
- Research and enhance knowledge of current and future trends in videography and multimedia.
- Collaborate with University Marketing team members including designers, photographers and others to finalize projects.

#### **5% Performance Management**

- Establish expectations which are clear, well communicated and related to the goals and objectives of the unit.
- Provide staff with frequent, constructive feedback, including interim evaluations as appropriate.
- Ensure 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.
- The Associate Director will supervise a team of 2 Producers

#### **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, & Post-Production Manager** with the top salary of **\$68,000, 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.