



WILLIAM & MARY

CHARTERED 1693

OFFICE OF UNIVERSITY ADVANCEMENT

Associate Director, Social Media Content

Unit Mission Statement

University Communications (UC) serves as William & Mary's central communications office, comprising three teams that support and promote the vision, mission and values of the university. The Media Relations Team includes the university spokesperson and leads national media outreach, response, strategy and emergency communications. The Web Development & Strategy Team provides a suite of services to support campus digital and web communications, including collaborative planning, concepts, strategy and communications tools. The Content & Strategy Team leads public relations strategy, content strategy, communications planning, storytelling, internal communications, and social media. Part of University Advancement at William & Mary, University Communications coordinates closely with University Marketing and associated groups.

Position Summary

Reporting to the Senior Director of Social Media, the Associate Director for Social Media Content is responsible for creating compelling written content for William & Mary's social media platforms, optimizing posts for visibility and engagement, and applying SEO best practices to improve discoverability. This position combines creative storytelling with data-driven strategies to grow the university's digital audience.

The role includes writing engaging, on-brand copy for platforms such as LinkedIn, Instagram, YouTube, Facebook, Threads, Bluesky, and X, while collaborating with designers and multimedia producers to align visuals and messaging. Content is adapted for different audiences and platforms while maintaining a consistent voice. The Associate Director researches and implements best practices for hashtags, timing, and formatting, monitors trends and algorithm changes, and ensures accessibility compliance through alt text, captions, and inclusive language.

SEO responsibilities include conducting keyword research to inform campaigns, optimizing social media content for search visibility, and collaborating with marketing and web teams to align with broader SEO goals. The position tracks performance using analytics and keyword tools, recommends improvements based on data, and contributes to monthly and campaign-specific reports. Working with the Research and Analytics team, the Associate Director ensures accurate reporting of social media metrics. Additionally, the role supports efforts to elevate William & Mary's brand across all media, ensuring alignment with the university's content strategy.

The Associate Director will help foster a culture of belonging that provides opportunity for all people and perspectives. This is a hybrid position based in Williamsburg, Virginia, that offers a flexible work environment. Review and download the detailed position description on the University Advancement recruitment website:

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

Required Qualifications

- Demonstrated experience creating written content for social media in a professional or organizational setting
- Strong knowledge of social media platforms, trends, and audience engagement strategies
- Proficiency with social media management tools
- Exceptional written communication and editing skills
- Ability to collaborate effectively in a fast-paced, deadline-driven environment
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Preferred Qualifications

- Familiarity with SEO principles and keyword research tools (e.g., Google Keyword Planner, SEMrush)
- Ability to optimize content for YouTube and other video platforms
- Experience researching and reporting on social media performance and analytics
- Knowledge of accessibility standards for digital content
- Familiarity with higher education or mission-driven organizations

Conditions of Employment

This is a non-exempt position, eligible to receive overtime in accordance with the Fair Labor Standards Act. This position may be subject to overtime during high peak times, etc. as directed and approved by the supervisor.

Is the position remote work eligible? Hybrid (works remotely at least 1 day per week but not full-time).

Position Duties

55% - Social Media Content

- Execute social media best practices for managing and developing creative content for university-level platforms
- Research trends in social media technology and audience behavior to inform strategies for William & Mary's social media presence
- Ensure alignment with the university's content strategy and maintain consistency with brand and visual identity standards
- Develop messages across multiple platforms in compliance with the university's social media guidelines
- Serve as an on-call representative for emergencies and other after-hours needs on a rotating basis with other office members

35% - Content Optimization

- Ensure William & Mary's social media content is optimized for success in both traditional search and emerging AI-driven search environments

- Craft video, photo, and post descriptions using relevant keywords and phrases to improve discoverability for new and returning audiences
- Research and implement SEO best practices for social media, collaborating with external partners to align organic and paid efforts

5% - Project Management

- Collaborate on projects and events with university partners, including University Marketing, University Events, Undergraduate Admission, Alumni Association, Tribe Athletics, and professional and graduate schools
- Participate as a member of multiple project teams
- Apply project management principles effectively
- Assist with project management as part of the University Communications social media team

5% - Social Media Analytics

- Track and analyze social media performance metrics to inform William & Mary's engagement strategies and content development
- Assist in producing analytical reports for university stakeholders

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, Social Media Content** with the top salary of **\$60,000**. 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.

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.