



## **Creative Copywriter**

### **Mission Statement**

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 institutional 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 Creative Copywriter is a key member of the Strategic Communications team in University Marketing at William & Mary. The Creative Copywriter will be responsible for creating, editing and maintaining external-facing digital content that aligns with the university’s mission, vision, values and brand. This role reports to the Director of Marketing Communications and partners with and works with colleagues across University Marketing, University Advancement, Undergraduate Admission and University Communications.

The Creative Copywriter will create short, pithy copy as well as longer-form content that furthers the university’s strategic objectives of enrollment (attracting quality applicants to William & Mary by reaching prospective students and their families); advancement (encouraging support the university through giving, volunteer service and engagement); and institutional reputation (enhancing positive associations with our brand).

This role primarily involves writing and optimizing creative content across multiple platforms including digital ads, webpages, marketing campaigns, brochures, signage, event invitations, video captions, emails, social media posts and other channels. The ideal candidate will have a deep understanding of web and SEO best practices, a strong voice in digital storytelling and the ability to write creative, compelling, engaging content that resonates with diverse audiences.

The successful candidate 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 in a field that required marketing writing or several (typically three or more) years’ experience directly related to the position.
- Experience creating marketing copy and expressing nuanced ideas in a creative and accurate manner (typically three years).
- Great degree of flexibility and outstanding organizational skills with the demonstrated ability to manage multiple and competing projects concurrently while adhering to strict deadlines.
- The desire and ability to work and succeed in a fast-paced environment.
- Demonstrated initiative, independent judgment, and a positive, responsive, service-oriented attitude.
- Excellent writing, editing and proofreading skills, including use of style guides, with the demonstrated command of correct grammar, punctuation and spelling.
- Commitment to diversity, equity and inclusiveness, including, but not limited to, collaboration, staffing and programming.
- Experience and comfort using Microsoft Word, Excel, Outlook and Teams, as well as Adobe Acrobat (typically three years).
- A curious nature and interest in lifelong learning.
- The desire and ability to exceed goals.
- The desire and ability to build consensus among colleagues and work with diverse audiences.

### **Preferred Qualifications**

- Diverse portfolio that includes a variety of digital and print communications pieces.
- An understanding of best practices in university or nonprofit marketing and communications.
- Excellent analytical and problem-solving skills.
- An appreciation for and/or connection to William & Mary, its mission, history and unique focus on undergraduate research and a liberal arts education.
- Detail-oriented research skills, including using internet-based databases.
- Experience writing or editing in a variety of voices — for example, institutional voice vs. the voice of a particular individual.
- Experience working in a content management system (CMS), such as Hannon Hill’s Cascade.
- Experience creating content for Google Ads, Meta Ads and other paid digital marketing platforms.
- Experience working in and creating content for Technolutions Slate CRM.
- Curiosity about marketing in a higher education setting.

### **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.
- This position is eligible for a hybrid work schedule.
- This position is subject to evening and weekend work.

- This position requires the ability to travel as required.

### **Position Duties**

#### Content Development, 80%

- Write creative and compelling content to ensure that priorities and key messages are articulated clearly, succinctly and consistently in print and online, including digital ads, marketing campaigns, fundraising materials, reports, brochures, signage, event invitations, webpages, video captions, emails, social media posts and more.
- Create short, pithy, creative marketing copy that catches the attention of our audiences and furthers our brand awareness.
- Bring creative ideas that offer a unique interpretation or editorial opinion that reflect the W&M brand and support key messages and goals.

#### Digital Advertising Copy

- Develop compelling and concise copy for digital ads, banners and social media campaigns aimed at increasing brand visibility and driving website traffic.
- Work with strategy and design teams to ensure messaging aligns with visuals and broader campaign objectives.

#### Website Content Creation

- Draft and edit clear, engaging and SEO-optimized content for the university's website, ensuring it reflects the university's brand.
- Collaborate with the web team and designers to ensure content is displayed in an appealing, user-friendly manner.

#### Print and Email Marketing Campaigns

- Craft persuasive copy for enrollment-focused print collateral and emails, supporting student recruitment efforts and communication strategies.
- Collaborate with marketing teams to develop content that drives engagement and conversions.

#### SEO and Analytics

- Incorporate SEO best practices into all web content, using keyword research to inform writing and help improve organic search performance.
  - Work to adjust copy based on the performance of digital content through analytics tools and A/B testing, adjusting strategies based on data insights to enhance engagement and user experience.
- Ensure all materials adhere to Associated Press style, W&M's editorial style guide and brand guidelines.
  - Conduct research to fact check data, statistics and other claims included in materials.

#### Content Strategy and Planning, 15%

- Analyze trends, evaluate, feedback on communications and recommend improvements.
- Assist in developing a content calendar for the website, emails and digital ads, ensuring timely delivery of high-quality content.
- Contribute to discussions on content strategies that support university goals, particularly around enrollment and brand positioning.
- Partner with departments across the university to ensure messaging is accurate and aligned with key institutional priorities.
- Serve as a liaison between the marketing office and various stakeholders to gather content needs and deliver solutions that meet strategic goals.

Other Tasks, 5%

- Attend meetings and provide information and assistance to colleagues.
- Assist University Marketing in staffing large-scale events, as is required for all department staff.
- Learn about the university and participate in campus and advancement programs.
- Participate in professional development opportunities.

**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 **Creative Copywriter** with the top salary of **\$55,000, commensurate with experience**. This position is classified as operational which defines the benefits package.

## HEALTH & LIFE

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.