



Director, Leadership and Digital Annual Giving

Mission Statement

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

The William & Mary Foundation's (WMF) defining and essential mission is to support the university's people and programs. By seeking private support, and then diligently managing those funds, the WMF advances and furthers the work of William & Mary's students and faculty — providing vital resources for scholarships, professorships, research and program funding.

Consistent with the university's shared services agreement with the William & Mary Foundation (WMF), this position is assigned 5% effort to support WMF with the responsibilities outlined below.

Position Summary

The Director, Leadership & Digital Annual Giving is a senior team member on the Annual Giving team in the Office of University Advancement at William & Mary.

The Director, Leadership & Digital Annual Giving reports to the Associate Vice President (AVP) of Annual Giving and Philanthropic Engagement and is responsible for leading the strategy, implementation and oversight of a comprehensive university-wide program for leadership and digital annual giving. The leadership and digital annual giving team generates support through digital and in-person visits. The Director manages a team of digital gift officers and is responsible for developing and managing a donor portfolio, maintaining relationships with donors, and promoting new giving opportunities. The Leadership & Digital Annual Giving team is also responsible for the management of W&M's virtual engagement officer, Wren, who is an autonomous fundraiser.

The Director will be a collaborative leader who helps 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. We will consider a fully remote hire with a requirement to be on campus monthly.

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 related field or the equivalent combination of education, training and/or experience.

- Strong fundraising skills with the demonstrated ability to identify, qualify and cultivate prospective donors or clients, and desire to reach aggressive goals, working in a fast-paced environment with a good understanding of general office procedures, practices and prioritization of workflow.
- Demonstrated understanding of donor relations as it relates to confidentiality of information that relates to the donor base.
- Strong leadership skills with the ability to manage and oversee a team of direct reports and a desire to build consensus, collaborate and lead across multiple teams.
- Strong analytical, computational and quantitative skills, with the ability to extract and analyze data, produce reports in a variety of formats, as well as strong problem-solving and organizational skills, with the demonstrated ability to resolve problems, respond to inquiries, obtain and disseminate information.
- Strong administrative and project coordination experience with the demonstrated ability to plan, manage and track projects through completion.
- Proficiency with a variety of software applications to include web-based applications and MS Office (with strong skills in Word and Excel), to include creating mail-merges and develop spreadsheets with formulas and data links.
- Excellent customer service skills, oral and written communication skills, with the ability to work effectively with a variety of internal and external constituencies, while exercising tact and diplomacy in all interactions.
- Proven ability to manage multiple priorities concurrently within strict deadlines.
- The ability to develop positive, strategic working relationships among Advancement and campus partners to help in the overall fundraising initiatives of the university.

Preferred Qualifications

- Experience working with database applications and CRM systems (typically 3+ years).
- Experience working in fundraising and/or marketing and/or volunteer management.
- Demonstrated project management experience in a related field.
- Experience working with sales software.

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.

Position Duties

Leadership & Digital Giving Program Management, 70%

- Serve as the lead member of the Leadership & Digital Annual Giving Team with a primary focus on building a lead annual giving and digital giving team.
- Develop and coordinate the digital giving strategy alongside the AVP and/or vendor partnerships.
- Organize and coordinate portfolios for both the digital and leadership annual giving team members.
- Manage and analyze budgets for strategic use, transparency and future programming. Adhere to overall goal and budget guidelines.
- Work in partnership with other University Advancement colleagues; develop strategic solicitation programs, participation and dollar goals for each team members portfolio.

- Evaluate the results of solicitation activities for each prospect over time and evaluate/re-evaluate potential for future solicitations.
- Structure gift opportunities and collaborate with other fundraising colleagues, as needed, to maximize giving.
- Promote positive donor relations in person and via phone/mail/email/social/etc.
- Travel with and without Development Officers to meet with donors and prospects as needed.

Pipeline Development & Donor Solicitation, 20%

- Manage and continually evaluate and develop a portfolio of donors and prospects capable of making lead annual and major gifts to William & Mary in coordination with Prospect Development.
- Identify, cultivate, solicit, and steward prospects, focusing on pipeline development to meet and exceed increasingly aggressive annual fundraising goals.
- Execute appropriate communication/cultivation plan for each prospect.
- Manage and coordinate the oversight of Wren (AI virtual engagement officers) portfolio in coordination with Prospect Development
- Prepare written proposals to solicit prospects for gifts in support of William & Mary.
- Virtually interact and travel in the continental United States to meet personally with current and potential donors to promote the priorities of William & Mary.

William & Mary Foundation, 5%

- Steward prospects to meet and exceed increasingly aggressive annual fundraising goals.
- Prepare written proposals to solicit prospects for gifts in support of the WMF.
- Steward relationships with donors based on giving history.

Performance Management, 5%

- 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 EWP's by established deadlines with proper documentation.
- Address and document performance issues as they occur.
- Review and communicate safety issues to ensure a safe and healthy workplace and a reduction in work related absences.

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.



WILLIAM & MARY

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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 **Director, Leadership & Digital Annual Giving** position, with the salary of **up to \$80,000 commensurate with experience**. 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, or you may contact Brad Klavan at 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.