

WILLIAM & MARY

UNIVERSITY ADVANCEMENT

Director of Media Relations

Mission Statement

In the Office of University Advancement, we create the conditions for opportunity – human, financial, & experiential – by garnering and stewarding the resources that advance William & Mary.

Position Summary

The Director of Media Relations leads regional and local media engagement efforts for William & Mary, working directly with university leadership, the President's Executive Leadership Team, Cabinet, and the Office of Public Safety. Housed in the office of university communications, the Director promotes William & Mary's national preeminence by pitching stories and faculty subject matter experts to news outlets, serving as the primary link to the press and media on all communications fronts and coordinates university-wide promotional efforts, while advancing the university's reputation through integrated earned, digital, and emerging media strategies. This position reports to the Executive Director of Media Relations in the Office of University Communications and carries accountability for outcomes.

About the University

Founded by Royal Charter in 1693, William & Mary is America's first university. The Alma Mater of the Nation brings together the breadth of a public liberal arts and sciences education with the innovation of a preeminent global research university. Here, curiosity deepens into wisdom, shaping lives of meaning, distinction and purposeful impact. For more than 300 years, the university has convened great minds and hearts to meet the most pressing needs of our time.

About the Team

The Office of University Communications serves as the central communications office for the university. Within University Communications, the Media Relations team leads the university's crisis communication response, is responsible for media and other filming requests on campus, serves as the primary link to press and media on all communications fronts, provides media training and, in collaboration with the Content & Strategy and Web Development & Strategy, coordinates university-wide promotional efforts. The office also works to promote and celebrate the work of faculty, staff and students and to promote the overall vision, mission and brand of William & Mary.

The Director will lead and foster a culture of belonging and trust that embraces all people and perspectives and ensures alignment with William & Mary's institutional values and strategic

priorities. This is a hybrid position based in Williamsburg, Virginia, which 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/>

Required Qualifications

- Bachelor’s degree in journalism, communications or a related field or equivalent combination of education or experience.
- Significant, progressively responsible experience in media relations, strategic communications, issue management or related work (typically 7 to 10 years).
- Demonstrated ability to communicate effectively orally and in writing.
- Excellent understanding of all primary media channels, including broadcast, digital and print.
- Experience serving as a media spokesperson for a complex organization.
- Ability to write and edit quickly and meet deadlines.
- Demonstrated knowledge of the latest Microsoft Office, Word, Excel, PowerPoint, etc.
- Knowledge of AP style and proficiency in social media usage and analytics.

Preferred Qualifications

- Experience managing media monitoring platforms like Critical Mention, Meltwater, etc.
- Experience with emerging media channels, including podcasts and/or online publications.
- Previous experience in higher ed, government or other complex organization(s).

Conditions of Employment

- This position may require overtime to include scheduled and unscheduled, nights and weekends and or holidays.
- This is a University Professional (UP), exempt position and is expected to exercise discretion and independent judgment in fulfilling assigned responsibilities.

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

Position Duties

Media Relations, 40%

- Lead regional and local media engagement efforts for the university, working directly with university leadership, the President’s Executive Leadership Team, Cabinet. and the Office of Public Safety, promoting William & Mary and William & Mary’s national preeminence by pitching stories and promoting university staff and faculty as

experts to news outlets while advancing the university's reputation through integrated earned, digital, and emerging media strategies.

- Direct and manage media response and pitches, with focus on local and regional media.
- Serve as a senior liaison between media organizations, university leadership and campus partners (academic units and the provosts office, for example).
- Write and build a strategy for media plans for major university announcements or events.
- Manage institutional processes for media access, including film requests for campus.
- Monitor media coverage and identify themes, opportunities and risks, working closely with the Executive Director to build strategy. .
- Coordinate media placements and prepare experts for interviews, with focus on local and regional media
- Lead University Communication's media workspace efforts during emergency or campus-wide incidents.

Tracking & Analytics, 20%

- Oversee media tracking and analysis to support the Media Relations and broader University Communications team's efforts and strategies.
- Work closely with the University Advancement Research & Analytics team.
- Leverage data to inform decision-making, refine messaging, and improve performance.
- Oversee vendor relationships and tools related to monitoring, analytics, and reporting.

Content, 10%

- Provide strategic guidance for and contribute as necessary to the writing, editing and proofreading of stories for W&M News.
- Work with the Content & Strategy team on special projects & major events.

Executive Counsel & Spokesperson Responsibilities, 20%

- Serve as university spokesperson as necessary, including evening and weekend hours.
- Advise senior leadership on messaging, reputational risk, and media engagement strategies, as necessary.

Other, 10%

- Work closely with the Executive Director of Media Relations and the Director of Crisis Communications in managing crisis communications for the university, as needed.
- Serve as an on-call representative for emergencies and other after-hours needs on a rotating basis.
- Perform related duties and responsibilities as assigned.

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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