



**WILLIAM & MARY**

CHARTERED 1693

OFFICE OF UNIVERSITY ADVANCEMENT

## **Director of Development, Batten School & VIMS**

### **Unit Mission Statement**

The mission of William & Mary's Batten School of Coastal & Marine Sciences & Virginia Institute of Marine Science (VIMS) is to seek and broadly communicate knowledge in marine and coastal science to the Commonwealth of Virginia, the nation, and the world through research, education, and advisory service. The Batten School & VIMS make seminal advances in understanding coastal and marine systems through research and discovery, translate research findings into practical solutions to complex issues of societal importance, and provide new generations of researchers, educators, problem solvers, and managers with an education of unsurpassed quality.

The mission of the Advancement Office at The Batten School of Coastal and Marine Sciences & VIMS is to oversee all fundraising efforts for its benefit.

### **Position Summary**

The Director of Development is an essential member of the William and Mary's Batten School's Development team. The Director is responsible for developing and managing a portfolio of donors and building philanthropic strategies for donors and prospects who support the school's priorities. The Director reports to the Executive Director of Advancement and VIMS Foundation at the Batten School & VIMS. They work closely with internal partners in the Office of University Advancement, including other school and unit development professionals, regional gift officers, colleagues on the marketing, communications, events, stewardship, alumni engagement, and annual giving teams, and staff and faculty partners on campus.

The Director will develop an appropriate-sized major gift portfolio of prospects by the end of their second year in the position and will be expected to conduct an appropriate number of \$50,000 asks based on the portfolio. In addition to annual dollars raised, performance goals include the number of asks and closes, activity/move measures, and the number of prospects identified and qualified for major gift potential.

The Director will help foster a culture of belonging that embraces all people and perspectives. This position will be located in the VIMS Advancement office near historic Yorktown, VA on our scenic Gloucester Point campus and offers a flexible work environment.

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>

### **Conditions of Employment**

- This position may require additional hours beyond typical work hours, including evenings and weekends.
- Must have the ability to travel extensively throughout the assigned region.

### **Required Qualifications**

- Bachelor's degree or the equivalent combination of education, training, and/or experience.
- Commitment to the university's values of belonging, curiosity, excellence, flourishing, integrity, respect, and service, including, but not limited to, collaboration, staffing and programming.
- Understanding the role of philanthropy in higher education and its impact on the future of higher education.
- Excellent interpersonal, written, and oral communication skills with fluency in persuasive language to promote visionary opportunities.
- An entrepreneurial spirit, independence, and ability to work effectively and successfully with minimal supervision and collaborate while building consensus among colleagues and managing complex priorities and projects concurrently.
- Experience managing and developing relationships with constituents, clients, or customers. Examples include outside sales, marketing or public relations, financial planning or wealth management, admissions or enrollment, membership development, and academic fundraising or alumni engagement.

### **Preferred Qualifications**

- Master's degree in a relevant field such as business, communications, nonprofit management, public administration, or higher education.
- Knowledge of fundraising best practices, donor engagement strategies, and campaign planning.
- Proficiency in using donor management or CRM systems (e.g., Raiser's Edge, Salesforce) to support relationship development and data-informed decision making.
- Strong analytical and strategic thinking skills with the ability to translate complex ideas into actionable plans.
- Ability to effectively collaborate with internal and external stakeholders to advance organizational goals.
- Progressively responsible experience managing and developing relationships with constituents, clients, or customers in a for-profit or nonprofit setting, with the ability to innovate, implement dynamic change, and exceed goals.
- Experience in major gift fundraising in a higher education environment.

### **Job Duties**

#### **Fundraising and Portfolio Management, 80%**

- The Director's primary focus is identifying and qualifying prospects who may or may not have existing ties with the university to build a pipeline of donors.
- Qualify, build, and manage a portfolio of 100-125 prospects and participate in one-on-one virtual and in-person cultivations and solicitations of gift opportunities.

- Gain a comprehensive understanding of the Batten School & VIMS priorities to make persuasive verbal and written arguments for supporting key programs and projects, effectively matching prospects' interests to specific Batten School at VIMS needs.
- Cultivate, solicit, and move prospects toward gifts benefiting any/all of William & Mary's schools and programs, targeting philanthropic commitments of \$50,000 and above.
- Work with the Executive Director, Senior Director, and regional, central, and university colleagues to identify, qualify, cultivate, solicit, and close gifts while stewarding donors and prospects with major gift capacity.
- Coordinate prospect research with the Prospect Development team to identify new major donor individual /institutional prospects from the database and other sources. Review listings of alumni, parents and friends from the database and other publicly available sources and help to develop individual strategies to engage and cultivate them for new gifts.
- Prepare letters of inquiry and proposals to prospects and donors on behalf of the university, requesting support for endowment, education, research, and capital priorities.
- Develop a working knowledge of the university's goals, priorities, and programs and align fund-raising efforts with these priorities.
- Research and write briefings to prepare colleagues, including leadership and faculty, for effective meetings with major gift prospects.
- Direct follow-up correspondence and objectives resulting from donor meetings. Document all advancement activity in the donor/prospect database.
- Suggest potential prospects for trustee and advisory boards.

#### Donor and Alumni Relations, 20%

- Work with faculty, staff, and the Advancement team to develop engagement opportunities that create recognition and connectivity to the Batten School & VIMS for alumni, donors, and friends, leading to enhanced fundraising opportunities.
- Work with foundation board members to develop ongoing donor engagement and event strategies.
- Design engagement opportunities and events, develop invitation lists for targeted gatherings, and work closely with event staff to design content for all development events and communication.
- Maximize the donor experience for W&M alumni giving to Batten School and VIMS by leveraging existing alumni programming for the broader university (e.g., homecoming, charter day, football, etc.).

#### 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/uhr/benefits/index.php?type=none>.



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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 **Director of Development, Batten School & VIMS** position, with the salary of **up to \$100,000 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](mailto: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](mailto: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.