



Director of Employer Development & Engagement

Unit Mission Statement

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

The Office of Career Development & Professional Engagement empowers students and alumni to explore professional possibilities and navigate lifelong career development.

Position Summary

The Director of Employer Development and Engagement (Director) is a leader on the Office of Career Development & Professional Engagement team which is housed in the Office of University Advancement at William & Mary.

The Director of Employer Engagement reports to the Executive Director of Career Development & Professional Engagement and leads efforts to build and manage relationships with 150–200 employers annually. They supervise a team of three professionals focused on employer development and engagement for undergraduate students, graduate students, and alumni.

The Director supports students, alumni, and faculty by expanding career education, guiding job exploration, and cultivating employment opportunities. This includes identifying new opportunities, enhancing employer visibility, and helping seek meaningful work experiences. They also lead assessment efforts to measure the impact of employer relations initiatives and demonstrate the value of the Office of Career Development & Professional Engagement within the liberal arts and sciences experience.

Additionally, the director is responsible for managing a robust program of career fairs, as well as other on-campus, off-campus, and virtual recruitment events in coordination with academic partners throughout William & Mary Colleges, Schools and Units

The Director will help foster a culture of belonging that embraces all people and perspectives. This position is based in Williamsburg and is expected to work in the office on campus. Review and download the full position description for this job on “Featured Job Opportunities” on the University Advancement recruitment website: <https://advancement.wm.edu/come-work-with-us/open-positions/index.php>.

Required Qualifications

- Master's degree in Higher Education, Student Personnel, Counseling or higher education related field.

- Significant experience in career services and/or employer relations in higher education. (Typically ,7+ years)
- High level of customer service; collaboration, exceptional work ethic; attention to detail; organizational, problem-solving, and follow-through ability.
- Effective oral, written, and interpersonal communication skills and a proven ability to establish rapport with students, faculty, alumni, employers and staff colleagues.
- Effective organizational and management skills.
- Demonstrated public relations/marketing abilities to be used on behalf of the University as a whole and career services specifically. Strong computer skills including managing databases and familiarity with career development platforms and software packages.
- Proven track record of employer development, recruitment practices and EEOC policies.
- Experience with project and event management. (Typically, 5+ years)
- Experience with career services management platforms and tools, e.g., Symplicity, 12Twenty, Purple Briefcase, etc.

Preferred Qualifications

- Experience leading a team, supervising staff, and professional development. (Typically, 5+ years)
- Previous experience working in a centralized career services model with a background in employer development, employer engagement, programming, career development, career advising and supervision.

Conditions of Employment

- This position is subject to additional hours beyond the typical workday, to include evenings and weekends.
- Flexibility and ability to travel as needed.

Job Duties

Employer Development and Engagement – 60%

- Develop and maintain an institutional-wide employer development and engagement plan and oversee all outreach efforts conducted by the Office of Career Development & Professional Engagement.
- Oversee employer engagement activities to ensure outreach is in line with campus goals.
- Manage ongoing assessment efforts in conjunction with the Associate Director of Data Reporting for Career Initiatives.
- Represent the Office of Career Development & Professional Engagement at meetings to ensure campus-wide collaboration on strategic employer relations initiatives.
- Meet regularly with faculty to expand knowledge of career disciplines and to keep faculty abreast of recruiting trends.

- Travel to meet with alumni and employers to cultivate new recruiting relationships and sustain existing partnerships as needed.
- Collaborate with colleagues in University Advancement to engage alumni and source leads that contribute to employer development.
- Provide consultation to industry, business, education, and public-sector employers that engage students through participation in career fairs, recruitment activities, and special events to serve the job search-related needs of William & Mary students and alumni.
- Spearhead the special programs initiative that involves employer representatives and other outside experts in the delivery of career services to students and graduates.
- Perform other duties as assigned.

Management and Program Leadership – 20%

- Collaborate with Chief Career Officer and Executive Director and other members to assess employer relations and program outcomes.
- Develop and implement a strategy for the team of employer development and engagement professional staff to include their training, support, and professional development.
- Meet regularly with assistant directors and coordinator to provide frequent, constructive feedback, to ensure that performance is meeting standards and department goals.
- Consult and cooperate with faculty, student organizations, other campus offices, and external stakeholders to promote and improve the Career Center's overall delivery of services.

Assessment and Performance Measurement – 15%

Oversee assessment activities for employer development, student engagement, and professional development to include assessment of program impact, employer development goals, and student outcomes.

Performance Management – 5%

- Ensure performance expectation are clear, effectively communicated, and relevant to the goals and objectives of the Employer Development and Engagement unit and Office of Career Development & Professional Engagement
- Provide all staff frequent, constructive feedback, including interim evaluations as appropriate.
- In collaboration with staff, design professional development plans to assure staff have the necessary knowledge, skills, and abilities to accomplish duties and goals.
- Verify that the requirements of the performance planning and evaluations system are met and that evaluations are completed by established deadlines with proper documentation.
- The Director will supervise two Assistant Directors and a Recruiting Coordinator.

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 **Director, Employer Development & Engagement** with the top salary of **\$80,000**. 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.