WILLIAM & MARY

CHARTERED 1693

OFFICE OF UNIVERSITY ADVANCEMENT

Executive Associate Athletics Director for Strategic Communications

Mission Statement

The Department of Athletics at William & Mary is dedicated to the pursuit of excellence in all its endeavors. We are committed to an outstanding intercollegiate athletics program by forging an environment that demands success with integrity; winning championships; empowering leaders; building a championship culture; elevating the prestige of the University; and instilling pride and respect.

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 Executive Associate AD for Strategic Communications is a pivotal senior leadership role within William & Mary Athletics. This position reports jointly to the Director of Athletics and W&M's Chief Communications Officer in University Advancement. They are responsible for leading communication strategies that enhance W&M's visibility and preeminence through the Athletics Department. Serving as the primary communications advisor to the Director of Athletics, this role oversees department-wide strategic communications planning, executive-level communications, and ensures alignment between W&M Athletics, University Advancement, and all central marketing and communications.

Required Qualifications

- Bachelor's degree in Communications, Public Relations, or related field.
- Significant experience in strategic communications, public relations, or a related field (typically 5+ years).
- Exceptional written and verbal communication skills, with the ability to craft compelling narratives for a variety of audiences.
- Exceptional editing skills and experience working with and mentoring writers.
- Experience executing data-informed communications strategies and campaigns.
- Proven leadership and team management abilities, with experience overseeing multifaceted projects and teams.
- Strong understanding of strategic communications, executive communications, and issue management.
- Ability to navigate complex organizational structures and foster collaborative relationships across departments.
- Strong interpersonal skills, with the ability to deal effectively and discreetly with donors and both athletics and university staff.
- Strong business acumen with the ability to work effectively in a metrics-driven environment.
- Commitment to building a culture of engagement and philanthropy.

Preferred Qualifications

- Master's degree.

Conditions of Employment

- This position will require working outside of normal business hours, including evenings, weekends, and holidays.

Position Duties

40% - Executive Communications & Public Relations

- Serve as the principal communications strategist for the Director of Athletics and serve on the W&M Athletics Senior Leadership Team.
- Serve on the University Communications Leadership Team.
- Develop and implement a comprehensive communications plan that advances the Athletics Department's goals and William & Mary's broader mission, ensuring consistent and effective messaging that aligns with the university's content, media and brand strategies.
- Draft speeches, public letters, and presentations for various stakeholders, including athletics leadership.
- Lead communications strategy in collaboration with University Communications, serving as the Athletics Department's lead during high-profile, urgent, or sensitive situations.
- Oversee the creation and dissemination of high-profile athletics announcements, including messaging, talking points and statements on sensitive and strategic matters.

30% - Strategic Communications Leadership

- Serve on W&M's Internal Communications Council, an action-oriented group made up of communications professionals from across the university.
- Coordinate with University Advancement to align fundraising and alumni engagement communications with athletic initiatives.
- Collaborate with communications and marketing teams to produce compelling content that engages diverse audiences, including students, alumni, and fans.
- Ensure the Athletics Department's digital presence, including websites and social media channels, reflects the brand's values and messaging.
- Represent the Athletics Department in university-wide committees and initiatives, fostering collaboration and integration across departments.

20% - Internal Communications & Department Alignment

- Lead and coordinate internal communications strategy for William & Mary Athletics.
- Ensure timely, clear, and consistent messaging across key constituencies including the Athletics Senior Leadership Team, department staff, coaches, and student-athletes.
- Provide communications leadership during moments of change, urgency, or strategic importance.

10% - Leadership, Advisory, & Special Initiatives

- Serve as a senior advisor to the Director of Athletics on communications strategy and positioning.
- Contribute to department-wide strategic planning and cross-functional initiatives.
- Support special projects and initiatives that elevate the visibility and preeminence of William & Mary Athletics.

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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 **Executive Associate Athletics Director for Strategic Communications** position, with the salary of **up to $180,000 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.