



# WILLIAM & MARY

CHARTERED 1693

OFFICE OF UNIVERSITY ADVANCEMENT

## Executive Director of Content & Strategy

### Mission Statement

University Communications (UC) serves as William & Mary's central communications office. The office is made up of three teams that support and promote the vision, mission and values of the university. The Media Relations Team includes the university spokesperson and leads national media outreach, response and strategy and emergency communications. The Web & Design Team provides a suite of services to support campus digital and print design needs and web communications support, including collaborative planning, concepts, design, strategy and communications tools. The Content & Strategy Team leads public relations strategy, content strategy, communications planning, storytelling, internal communications and social media.

University Communications is led by the Senior Associate Vice President for Communications/Chief Communications Officer (CCO). It is part of the Office of University Advancement.

### Position Summary

Overseeing the Content & Strategy Team, the Executive Director is responsible for public relations, content strategy and message development, and communications strategic planning. This includes storytelling across university platforms, including the W&M News and the flagship social media platforms.

As a member of the University Communications Leadership Team, the Executive Director of Content & Strategy reports to the Chief Communications Officer (CCO). This position works with the president and their leadership team and partners closely with University Marketing, Government Relations colleagues and communications professionals across the university.

The Executive Director develops, implements and supports integrated and university-wide strategic communications plans, public relations initiatives, event communications planning, and special projects. Working with the University Communications (UC) Leadership Team, this position raises W&M's visibility as a nationally preeminent R1 research institution and leading liberal arts university.

Specifically, this position is charged with advancing an integrated, data-informed content strategy across all university platforms that identifies and articulates high-impact opportunities and maximizes the university's brand platform.

The position supervises an experienced group of communications professionals, including writers for W&M News, research communications, internal communications and social media specialists.

This is a hybrid position based in Williamsburg, Virginia, which offers a flexible work environment.

### **Required Qualifications**

- Bachelor's degree or an equivalent combination of education, training, and experience.
- Extensive professional experience in public relations or a related field (typically 7-10 years).
- Exceptional writing and editing skills for a variety of formats, including longform storytelling, message maps, talking points and university-wide statements.
- The ability to develop complex messaging for varying audiences. Threading the needle!
- Demonstrated success in implementing data-informed content strategies across varying platforms.
- Experience using analytics to inform broader communications strategies.
- Recent and progressive experience developing and leading cross-functional project teams from inception to completion.
- Strong leadership skills, with the ability to affect, interpret and implement communication plans.
- Demonstrated ability to identify short and long-range strategic goals and contribute to their achievement.
- Creativity, discretion, and independent judgment, with excellent analytical, organizational, planning, strategic, conceptualization, and problem-solving skills.
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- The ability to manage multiple relationships and projects concurrently in a fast-paced, deadline-driven environment; a great degree of flexibility, efficiency, and initiative in work style, especially under deadline constraints, with the proven ability to adapt to changes.
- Exceptional interpersonal skills with a strong service-oriented approach, commitment to excellence, and the proven ability to work collaboratively in a team-oriented environment.
- Expertise in AP style.

### **Preferred Qualifications**

- Experience working in higher education communication.
- Accreditation in Public Relations (APR) through the Public Relations Society of America or other communications strategy/public relations certification.
- Advanced knowledge of project management methodology and practices.

### **Conditions of Employment**

- This position has been designated as essential and may require reporting to work when the university is officially closed.

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

## Position Duties

### **Leadership and Planning, 40 %:**

- Serve as the lead for public relations initiatives, working closely across functional teams to realize objectives and oversee implementation, production, execution and evaluation of projects.
- Develop new ways to improve operations and socialize best public relations practices across platforms to maximize opportunities to expand the university's reach.
- Work closely with the president's Executive Leadership Team and Cabinet in planning and implementing university-wide communications plans.
- Lead high-profile communication campaigns, including message development, writing and editing for major university and leadership announcements. Serve as a University Communications liaison at internal and external meetings, leading discussions on PR-related agenda items.
- Facilitate communications planning meetings with broad cross-sections of colleagues and campus partners.

### **Implementation of Content Strategies, 35%:**

- Serve as a lead, in coordination with the CCO and the Strategic Communications Committee, in developing and implementing university-wide communications plans.
- Serve as the lead on implementing University Communications' content strategy.
- Develop and implement proactive initiatives to ensure consistent messaging across the university with the university's brand platform.
- Establish metrics to ensure a data-informed communications approach.

### **Special Projects, 10%:**

- Serve as the project lead for campus-wide PR initiatives, working closely with leadership across functional units to realize objectives and oversee implementation, production, execution and evaluation of projects.

### **Performance Management, 15%:**

- Supervise a team of experienced communications employees, including writers, social media strategists.
- Expectations are clear, well communicated, and relate to the goals and objectives of the department or unit.
- Staff receive frequent, constructive feedback, including interim evaluations as appropriate.
- Staff have the necessary knowledge, skills, and abilities to accomplish goals.
- The requirements of the performance planning and evaluation system are met and evaluations are completed by established deadlines with proper documentation.
- Performance issues are addressed and documented as they occur.
- Safety issues are reviewed and communicated to ensure a safe and healthy workplace.

## **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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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 Director of Content & Strategy** with the top salary of **\$150,000**. 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](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.

### 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.