



WILLIAM & MARY

CHARTERED 1693

OFFICE OF UNIVERSITY ADVANCEMENT

Director, Internships & Applied Learning

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 possibilities and navigate lifelong career development.

Position Summary

The Director for Internships & Applied Learning (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 reports to the Chief Career Officer and will supervise professional staff. The Director manages specific initiatives, resources, and events within the Office of Career Development & Professional Engagement that promote work-based learning, career development, and intentional connections between students and employers.

Core responsibilities will include internship funding, establishing micro-internships, shadowing, and mentorship experiences with alumni and professionals, and student site visits to professional settings. The Director serves as the primary administrator of the Internship Funding Program, overseeing a growing, collaborative initiative focused on closing equity gaps and directly supporting student career exploration, skill development, professional networking, and positive post-graduation outcomes.

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. Learn more about University Advancement and view the full position description for this job on the University Advancement recruitment website: <https://advancement.wm.edu/come-work-with-us/open-positions/index.php>.

This position is classified as **professional**, meaning it is salaried and exempt from overtime. For benefits and leave purposes, this role falls under the "12-month Professionals & Faculty" classification on the HR website.

Required Qualifications

- Advanced degree in higher education or a related field.
- Proven knowledge of career development theories, career coaching, and advising skills.
- Effective oral, written, and interpersonal communication skills and a proven ability to establish rapport with students, faculty, alumni, employers, and staff colleagues.
- Significant experience in career services, career development/readiness, and solid project management skills. (Typically, 7+ years)
- Experience collaborating with multiple stakeholders to produce student learning-centered programs. (Typically, 5+ years)
- Experience with employee or student training. (Typically, 5+ years)
- Experience and understanding of applied learning, to include theory, practice, policies, and procedures. (Typically, 5+ years).
- Experience using career services platforms (e.g., Symplicity, Graduway, Salesforce, PeopleSoft, etc.) (Typically, 5+ years).
- Experience with program budget development.
- Experience with program assessment and evaluation. (Typically, 5+ years).

Preferred Qualifications

- Master's degree in Student Personnel, Higher Education, or a related field.
- Demonstrated experience with career management technology (TribeCareers, powered by Symplicity, Focus 2, SkillSurvey), online career resource tools, BlackBoard, and other career technology platforms.
- Experience with NACE Career Competencies.
- Knowledge of and experience in building professional development pathways.
- Experience supervising professional staff.
- Career exploration for undergraduate, graduate students, and alumni.
- Professional development training.
- Experience with faculty engagement. (Typically, 5+ years)
- Understanding of partnerships with campus partners to include Academic Affairs, Student Transition Engagement Programs, Athletics, Alumni Engagement, Academic Centers, Student Employment, and Student Leadership Development.

Job Duties

Program Development & Implementation (45%)

- Serve as the designee and lead for all internship and applied learning programs and funding administrator of the Internship Funding Program by communicating and engaging regularly with office, campus partners, and external stakeholders to promote the program, market to student applicants, confirm experiences with employer supervisors, facilitate the application and selection

process, work with the Financial Aid Office to distribute funds, help collect and report out on pre- and post-experience data, and engage with University Advancement to promote the program benefits to donors and share student and employer success stories with the broader William & Mary community.

- Lead, organize, and implement the Internship & Experiential Opportunities Showcase. Collaborate and communicate with specific team members, campus partners, employers, and alumni to ensure successful event design, marketing, staffing, delivery, and evaluation.
- Develop and implement experiential development programs and services to facilitate student learning through employer partnerships and campus resources.
- Work with key stakeholders to create career/industry and employment-specific events and workshops that facilitate student learning, networking and mentorship, and skill development.
- Participate in campus events involving employers, alumni, and families to engage those stakeholders in our services and programs.
- Support other career fair planning and day-of operations as a member of the team.
- Collaborate with William & Mary staff, student employees, and other campus units on projects and programs that facilitate student learning and skill development.
- Participate in relevant professional associations at the state, regional, and/or national level to influence internship and experiential learning-related policies, deliver presentations, and share the work of the Office of Career Development & Professional Engagement in this important realm, inspiring other institutions and employers to engage in similar work.

Relationship Development (20%)

- Coordinate and implement outreach to new and prospective employer partners who may have an interest in recruiting and retaining William & Mary students for internships and other short-term career development experiences, like shadowing and micro-internships.
- Steward existing employers through the recruitment lifecycle, including in-person, electronic, and phone communication in alignment with campus recruiting guidelines, and respond to external party inquiries regarding experiential and employment opportunities that might be a fit for William & Mary students.
- Orient employer partners to William & Mary, Office of Career Development & Professional Engagement, and our Symplicity system so they can make informed decisions about engagement and be prepared to effectively post and follow up on experiential and employment opportunities, actively promoting on-campus and virtual recruitment of students.
- Assist employers in building their presence (brand) on campus, advising them on recruitment strategies and setting expectations about the number of student applicants per job posting(s), event participation and student involvement; ensure adequate and creative marketing of employer postings and events.
- Work with employer partners to strengthen recruitment pipelines and identify additional recruitment opportunities, checking in regularly to ensure high-quality services and continued campus engagement.

- Communicate employer feedback about the career and internship readiness of William & Mary students and industry recruiting trends to the Office of Career Development & Professional Engagement.
- Participate in various campus events involving prospective students, alumni, and families to engage those stakeholders in our services and programs. Participate in departmental, division, and/or university committees to represent William & Mary as assigned.
- Serve on relevant committees and industry program groups within or representing the Office of Career Development & Professional Engagement and William & Mary at large.

Leadership & Strategic Initiatives (20%):

- Provide leadership for, coordination of, or assistance with special programs and projects for the Office of Career Development & Professional Engagement.
- Contribute to the monthly, quarterly, and annual assessment and analytics projects related to the metrics tied to the unit's strategic plan and additional data needs of the Chief Career Officer/Associate Vice President of Advancement.
- Serve on cross-functional teams to promote the vision and direction of the Office of Career Development & Professional Engagement; contribute to the strategic planning in order to evolve career-related services and programs.
- Supervise the Internship & Applied Learning professional staff to support program and team goals.
- Implement, review, and enforce, in conjunction with the Employer Development & Engagement team, employer recruitment policies.
- Adhere to principles of professional conduct and ethics as outlined by the National Association of Colleges and Employers (NACE).
- Contribute actively to the development, adaptation, and implementation of the Office of Career Development & Professional Engagement Strategic Plan through collaboration and project work.
- Perform other duties to support team operations and strategic plan, as assigned.

Technology Utilization & Management (10%):

- Manage communications and check-ins with students in the Internship Funding Program through Experiential Learning Module in Symplicity.
- Enter data into University systems and databases as needed and ensure consistent data sharing with campus departments, including entry of notes for each employer engagement point, following established conventions to allow for tracking/reporting.
- Serve as back-up for new employer approvals, internship and experiential posting approvals in Symplicity, as needed.

Performance Management, 5%

- Establish clear, well-communicated expectations for all team members that are related to the goals and objectives of the department or unit.
- Communicate frequent, constructive feedback to staff, including interim evaluations as appropriate.
- Ensure that staff have the necessary knowledge, skills, and abilities to accomplish goals.
- Ensure that the requirements of the performance planning and evaluation system are met, and evaluations are completed by established deadlines with proper documentation.
- Ensure that all performance issues are addressed and documented as they occur.
- Review and communicate all safety issues to ensure a safe and healthy workplace.
- The Director supervises a team of three professionals.

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>