



Director of Strategic Communications and Proposals

Mission Statement

At William & Mary, we convene great hearts and minds to meet the most pressing needs of our time. As such, the university aspires to attract and retain exceptional students, faculty and staff who keep W&M at the forefront of teaching, learning and research. University Marketing emphasizes three core areas — enrollment, advancement and reputation — to enhance William & Mary’s standing as a top institution of higher learning in the U.S. and around the globe. Through its work to strengthen brand perception, student recruitment, alumni engagement and fundraising, University Marketing advances William & Mary’s distinctive excellence, raises its profile worldwide and secures its financial foundation — creating meaningful connections and wide-ranging impact for all times coming.

Position Summary

The Director of Strategic Communications and Proposals is a leader on the strategic communications team in University Marketing at William & Mary. The Director provides a full range of communications services to meet major goals of University Advancement and the university as a whole.

The director leads strategic communications for key university priorities, particularly in areas that connect funding priorities, principal prospect/donor management, marketing efforts, engagement initiatives and strategic events with broader university goals. The director is responsible for developing strategic communications plans that advance fundraising initiatives, proposals and priorities that align with the university’s strategic plan, campaign goals and philanthropic interests of major prospects as well as special university-wide projects. The director’s portfolio of work prioritizes high-level, strategic projects in support of the university’s priorities, specifically donor proposals at the \$1M+ level and complex proposals with multiple stakeholders. The director also supports key university initiatives and is responsible for project execution and project deliverables.

The director works with development officers and advancement staff across the university to devise strategic plans for engagement initiatives and donor events on campus, across the U.S. and in key global regions. The director also collaborates closely with leadership, faculty and advancement staff to develop concepts, conduct in-depth research and write strategic communications and proposals that support university initiatives.

The successful director of strategic communications and proposals will be an innovator -- a values-driven professional who will foster a culture of belonging. This is a hybrid position based in Williamsburg, Virginia, that offers a flexible work environment.

Please 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>

Required Qualifications

- Bachelor’s degree with significant professional experience and specialized expertise in communications and public relations or an equivalent combination of education and experience.
- Exceptional writing and editing skills, with a high attention to detail and demonstrated ability to write strategic communications and fundraising proposals.
- Strong communication skills with the ability to work collaboratively and effectively with team members and diverse groups of colleagues.
- Knowledge of fundraising principles, preferably in a higher-education setting.
- Understanding of best practices in campaign strategy and execution.
- Ability to research, collect data and provide analysis on a wide range of topics.
- Executes with a service-oriented approach, personal initiative and creative thinking.
- Excellent project coordination, planning and leadership skills with the ability to lead strategic initiatives.
- Strong innovative and analytical thinking with the demonstrated ability to prepare, implement and lead new initiatives.
- Strong organizational skills with the ability to manage multiple and competing projects and relationships concurrently.
- Ability to create and format reports and presentations, including PowerPoint presentations.
- Ability to identify short- and long-range goals of multiple departments and contribute to effective and measurable execution of outcomes.

Preferred Qualifications

- Master’s degree in a related field.
- Professional experience in higher education or a nonprofit, particularly in a position within university advancement that required significant writing and coordination with campus leaders.
- Previous experience working in a strategic role helping to design and implement organization-wide initiatives.
- Experience working in highly matrixed organizations with multiple goals and numerous stakeholder profiles.
- Knowledge of William & Mary, the institution’s strengths and the university’s priorities to make connections with the strategic planning process.
- Understanding of graphic design principles and concepts, including the ability to create presentations.
- Ability to visually conceptualize layouts.
- General understanding of HTML, Web design and social media.
- Familiarity with Adobe InCopy, InDesign, PowerPoint and Photoshop.
- Familiarity with project management software and methodologies.

Conditions of Employment

- This position will require additional hours beyond the typical work week to include evenings and weekends.
- This position requires the ability to work flexible hours, including evenings and weekends.
- May be required to travel occasionally.

Position Duties

Strategic Communications and Proposal Writing, 70%

- Develop strategic communications plans that advance fundraising initiatives, draft detailed high-end proposals and priorities that align with the university's strategic plan, fundraising campaigns and philanthropic interests of major prospects or special university-wide projects.
- Collaborate with senior university administrators, faculty and advancement staff to develop fundraising collateral, conduct in-depth research of industry trends and write strategic communications that support key initiatives.
- Create mid- and high-level proposal templates for advancement staff and leaders across the university to spark donor interest in fundraising priorities.
- Conduct research and write briefs for senior level and presidential level meetings with donors and prospects.
- Consult with the executive director and the associate vice president to provide high-level strategic communications and events with donors.

Collaboration & Implementation, 20%

- Collaborate with leaders and advancement staff to develop and implement comprehensive prospect management strategies and proposals for major/principal donors.
- Participate in principal and major gift prospect strategy development, serving as a thought partner on emerging campus opportunities of possible donor interest and creating proposals and other materials to advance donor conversations.
- Conceptualize and align donor interests and priorities with university and campaign goals for proposals for transformational gifts.
- Work with development officers and advancement staff across the university to devise strategic plans for engagement initiatives and events on campus and in key global regions that resonate with donors.

Coordination and Other Communications Projects, 10%

- Coordinate with senior leaders to ensure that university and advancement priorities and initiatives are aligned.
- Produce materials that support the university's strategic plan, Vision 2026 and other high-level W&M priorities.
- Develop communication toolkits for development officers and volunteer leaders.
- Collaborate with colleagues in the convening of focus groups and qualitative sessions to further research ideas and will distill information to support initiatives.
- Create PowerPoint presentations for executive leadership.
- Leverage a strong knowledge of key strategies, deliverables and priorities to coordinate projects and initiatives to achieve institutional advancement goals.
- Create customized proposals for senior staff concerning complex and transformational gifts.
- Develop a variety of communications, reports, proposals, presentations, fundraising initiatives and other projects as assigned.

EEO 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>.



WILLIAM & MARY

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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 of Strategic Communications & Proposals** position, with a salary of **up to \$80,000 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.