



WILLIAM & MARY

CHARTERED 1693

OFFICE OF UNIVERSITY ADVANCEMENT

Executive Director of Annual Giving Strategy

Mission Statement

In University Advancement, we create the conditions for opportunity – human, financial & experiential – by garnering and stewarding the resources that advance William & Mary.

William & Mary Foundation’s defining and essential mission is to support the university’s people and programs. By seeking private support, and then diligently managing those funds, the W&M Foundation advances and furthers the work of William & Mary’s students and faculty —providing vital resources for scholarships, professorships, research and program funding.

Consistent with the university’s shared services agreement with the William & Mary Foundation (WMF), this position is assigned 5% effort to support WMF with the responsibilities outlined below.

Position Summary

The Executive Director of Annual Giving Strategy leads the development and execution of a data-driven annual giving program, fostering broad philanthropic support. Reporting to the Associate Vice President for Annual Giving, this role promotes innovation, collaboration, and donor-focused engagement within University Advancement. The Executive Director oversees key aspects of annual giving—including direct marketing, digital campaigns, recurring giving, and day-of-giving—with a focus on sustainable growth, donor retention, and multi-channel strategies that drive acquisition, participation, and revenue. The successful candidate will bring a bold and creative approach to annual giving—one that embraces innovation, calculated risk-taking, and ongoing testing to improve results. They will be deeply knowledgeable about industry trends and emerging best practices, and they will continuously seek ways to elevate the impact of annual giving in service of William & Mary’s mission.

The Executive Director is a compassionate and collaborative leader who manages a high-performing team and champions professional development and operational excellence. This role works closely with colleagues across Advancement—including schools, units, major gifts, advancement services, alumni engagement, marketing and communications—to ensure a seamless and strategic donor experience. The Executive Director also provides strategic guidance and data-driven insights to the Annual Giving Board of Directors. This is a unique opportunity for a forward-thinking fundraising professional to further elevate a strong annual giving program and make a lasting impact.

One of the university’s core values is belonging, and the Executive Director will help foster a community that embraces all people and perspectives. This position is based in Williamsburg and is expected to work in the office on campus, eligible to work remotely up to two days per week.

Read more details about our team here and download the full position description here.:

<https://advancement.wm.edu/come-work-with-us/open-positions/index.php>

Required Qualifications

- Bachelor's degree or the equivalent combination of education, professional experience and specialized expertise.
- Experience and understanding of direct marketing or digital marketing in a higher education environment.
- Experience developing, managing, implementing, executing and evaluating annual giving strategies, initiatives and programs (typically five or more years).
- A successful track record of using innovative, entrepreneurial and strategic approaches founded in fluency in annual giving best practices related to relationship management strategies and technologies, pipeline development, campaign tactics, donor communications and events experience.
- Experience successfully managing people, programs and resources with strong leadership principles in a highly matrixed organization (typically five or more years).
- Demonstrated skills in analysis and problem-solving, as well as strategic goal setting, business planning and successful implementation of new programs or services
- Effective strategic planning experience with the ability to quantify measurable short and long-range goals.
- Excellent verbal, written and interpersonal communications skills, with the ability to work effectively with a diverse audience and a diverse community of internal stakeholders.

Preferred Qualifications

- Advanced degree.
- A successful track record leading an annual giving team and leading strategy in a complex, decentralized, higher education environment (typically five or more years).
- An in-depth understanding of best practices in annual giving including analysis, assessment and evaluation along with knowledge and understanding of gift compliance, reporting, administration and campaign best practices.
- Experience in integrated media communications.

Conditions of Employment

- This position is subject to additional hours beyond the typical workday to include evenings and weekends.
- Must have the flexibility and ability to travel extensively as required.

Job Duties

Strategic Leadership 60%

- Lead strategic planning and execution of multi-channel annual giving and direct marketing initiatives that drive innovation and engage diverse constituents.
- Provide proactive leadership campus-wide for individual colleges, schools and units around the optimization and effectiveness of annual giving strategies.
- Provide insight and expertise on how to enhance the quality and effectiveness of annual giving programs by keeping informed of best practices, latest ideas, developments and trends through attendance at professional conferences and by collaborating with a network of professional colleagues and resources.
- Serve as a campus resource, expert and administrator for all aspects of direct marketing and elements of our annual giving enterprise, including but not limited to direct marketing, day-of-giving, donor pipeline, annual giving acknowledgment best practices, policies and procedures.

Planning, Reporting & Analysis 25%

- Oversee efficient production of our school and unit direct marketing programs as well as the campus-wide, broad-based initiatives.
- Analyze donor data across annual giving and school/unit contributions to provide strategic recommendations for engaging a diverse donor base. Data-driven metrics would include but would not be limited to: donor retention, donor acquisition, donor upgrades, and day-of-giving effectiveness as well as other key annual giving metrics.
- Research and resolve internal and external questions as they relate to direct marketing and annual giving strategy, following best practices and policies.
- Assist with developing customized unrestricted impact reports for donors as needed.

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Performance Management, 10%

- Establish clear, well communicated expectations that relate to the goals and objectives of the department or unit.
- Provide staff with frequent, constructive feedback, including interim evaluations as appropriate
- Ensure that staff have the necessary knowledge, skills and abilities to accomplish goals.
- Complete evaluations and EWP's by established deadlines with proper documentation.
- Address and document performance issues as they occur.
- Review and communicate safety issues to ensure a safe and healthy workplace and a reduction in work related absences.

William & Mary Foundation 5%

- Steward prospects to meet and exceed increasingly aggressive annual fundraising goals.
- Prepare written proposals to solicit prospects for gifts in support of the WMF.
- Steward relationships with donors based on giving history.

EEO Statement

William & Mary values diversity and invites applications from underrepresented groups who will enrich the research, teaching and service missions of the university. The university is an Equal Opportunity/Affirmative Action employer and encourages applications from women, minorities, protected veterans, and individuals with disabilities.

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>