

WILLIAM & MARY

UNIVERSITY ADVANCEMENT

Assistant Director, Direct Marketing

Mission Statement

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

Position Summary

The Assistant Director of Direct Marketing is a valued member of the Annual Giving team within the Office of University Advancement at William & Mary. The Annual Giving team advances philanthropy across all stages of engagement, from students and young alumni to 50th reunion donors and beyond.

The Direct Marketing team is responsible for developing, planning, executing, and evaluating fundraising and engagement strategies in partnership with more than 15 schools and units across W&M. Team members serve as the primary liaisons between partner representatives and internal and external stakeholders. The team supports partner goals through multi-channel, personalized solicitation and engagement strategies, manages relationships with key stakeholders, and analyzes results to inform future strategy and drive continuous improvement.

The Assistant Director, Direct Marketing is the team lead for data management within the team, which includes data analysis for all projects, strategy development, tracking metrics and reporting for all direct marketing efforts. The Assistant Director reports to and partners with the Director of Direct Marketing to develop annual program projections and objectives. They collaborate with colleagues to develop strategies and deliver direct marketing fundraising services for constituent area programs and recommend changes and enhancements to maximize program potential.

The Assistant Director will help foster a culture of belonging that provides opportunity for all people and perspectives. This is a hybrid position based in Williamsburg, VA, that offers a flexible work environment.

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

- Bachelor's degree or equivalent education and or experience.
- Experience in MS Word, Excel, Outlook, and PowerPoint and donor/constituent database systems.
- Demonstrated planning and organizational skills to include follow-through and managing multiple projects in a deadline driven environment.
- Strong analytical skills, with the ability to analyze data, extract meaningful conclusions and report findings.
- Excellent interpersonal, written, and oral communication skills including proofreading and editing documents.

Preferred Qualifications

- Experience working in marketing and/or fundraising in a complex environment is highly preferred.
- Experience planning and implementing integrated direct marketing campaigns, analyzing results and sharing key take-aways.
- A practiced understanding of generating reports and manipulating data.
- Experience working with database applications and CRM systems.
- Advanced skills in Excel, Tableau, Power BI, or any other data visualization tools.
- Experience in working with Python, C#, or other common programming languages
- Understanding of the power of philanthropy in higher education the impact it has on the future of higher education.

Conditions of Employment

- This position may be required to work additional hours beyond the typical work week, to include evenings and weekends.
- Flexibility is a must with the ability to travel as needed.

Job Duties

Relationship and Project Management, 20%

- Provide input on recommended strategies and tactics, communicate project needs, resolve questions, and provide data and information to vendor. Manage deadlines with vendor to ensure University timelines are met.

- Partner with Director and Associate Director for direct marketing efforts to include internally and externally produced mailings.
- Work with other Direct Marketing team members to establish timelines, prepare data, track project progress, and identify and resolve roadblocks.
- Oversee proofing process for vendor and in-house projects.

Strategic Data Analysis & Reporting, 70%

- Partner with internal departments and external resource tools to develop direct marketing reports, update and distribute to necessary staff members.
- Analyze results of both vendor and in-house projects. Provide essential analysis for key stakeholders and partners for the purpose of reporting and future planning.
- Manage data for all constituent partner projects and major campaigns
- Be primary liaison within Direct Marketing for data-related and reporting questions

Coordinate Cross-campus Partnerships, 10%

- Work with Stewardship and Donor Relations to effectively align university-wide stewardship best practices.
- Coordinate with Campus IT Services to streamline data requests for mass communication efforts.
- Work closely with Gift Accounting and other Advancement departments on direct marketing projects as assigned.

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/uhr/benefits/index.php?type=none>

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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 Assistant Director, Direct Marketing with a top salary of \$55,000.** 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

In addition to the perk of living in Williamsburg, close to beautiful parks, nature trails, fabulous shopping, Second Sundays on Merchant's Square, farmer's markets and more, William & Mary employees enjoy these 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 and disability, etc. These are optional plans. For additional information please call 1-800-992-3522 or visit [AFLAC](#) on the web.

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

Use of W&M Facilities: Many university facilities, including the [recreational facilities](#) and [the libraries](#), as well as [fitness classes](#), are available to employees. Contact specific facilities for details.

SunTrust Bank: SunTrust Bank provides benefits to William & Mary employees. For questions and assistance, please contact your local Jamestown Road SunTrust Branch (1186 Jamestown Road, Williamsburg, VA 23185) at 757-603-4749.

Child Care: [Williamsburg Campus Child Care](#) (WCCC) is a nonprofit organization which has had a successful program in Williamsburg since 1981.

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.