



WILLIAM & MARY

CHARTERED 1693

OFFICE OF UNIVERSITY ADVANCEMENT

Manager, Donor Engagement and Recognition

Mission Statement

University Advancement creates 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 25% effort to support Foundation Services LLC, a subsidiary of WMF, with the responsibilities outlined below.

Position Summary

The Manager, Donor Engagement and Recognition, is an integral member of the Donor Relations team in the Office of University Advancement at William & Mary and provides high-level technical, operational and logistical support to the Principal Gifts Donor Relations & Stewardship team. Reporting to the Director, this role is responsible for the day-to-day operation and quality assurance of the university’s donor acknowledgement and recognition program, as well as donor data management and stewardship reporting, special stewardship projects, and operational support for principal gift and giving society stewardship initiatives.

The Manager works in close collaboration with the Director of Donor Relations for Principal Gifts and the Executive Director of Donor Relations to operationalize university-wide stewardship standards, ensuring donor acknowledgements are timely, accurate, compliant, and appropriately personalized— while enabling schools and units to maintain responsibility for preparing and sending day-to-day thank-you communications. The role serves as the central team’s technical, data, and project management lead, supporting decentralized execution through standards, tools, training, monitoring, and continuous improvement.

The Manager 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.

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

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

Required Qualifications

- Bachelor's degree with progressively responsible professional experience and specialized expertise directly related to the duties of this role.
- Advanced proficiency in Microsoft Office, including strong skills in Word and Excel.
- Strong written and verbal communication skills, with demonstrated ability to draft, edit, proofread, and manage donor-facing correspondence and reports with high attention to detail.
- Experience working with databases and web-based platforms, including customer relationship management (CRM) systems, with demonstrated analytical skills.
- Excellent interpersonal skills and a customer service-oriented approach, with the ability to work effectively with internal and external constituencies.
- Demonstrated project coordination skills, including the ability to plan, manage, track, and complete multiple projects concurrently.
- Experience coordinating event logistics and supporting donor engagement activities.

Preferred Qualifications

- Strong donor- and constituent-centered service orientation.
- Demonstrated project management and organizational skills.
- Knowledge of best practices in stewardship and donor relations.
- Experience working with relational databases such as The Raiser's Edge or similar systems.
- Experience in a higher education environment.
- Experience working in a fundraising, advancement, or donor relations setting.

Conditions of Employment

- This position may require you to work outside of standard business hours, including evenings and weekends.
- This is a restricted position subject to availability of funding.

Position Duties

Donor Acknowledgement Operations, 35%

The Manager serves as the primary operator of the centralized donor acknowledgement program, ensuring decentralized execution functions as a unified, donor-centered system.

- Manage the day-to-day workflows for donor acknowledgements, from gift posting and unit handoff through tracking and completion.
- Monitor acknowledgement timeliness and completion against established service-level expectations; identify backlogs and coordinate resolution with schools and units.
- Maintain and refresh the university-wide acknowledgement template library in collaboration with University Marketing, including required language, giving society messaging, and approved copy blocks.
- Serve as a subject matter expert on acknowledgement standards, personalization, and best practices; provide guidance and support to unit staff.
- Support enterprise acknowledgement tools and workflows (e.g., email, video, print), including testing, configuration, and quality control.
- Maintain an archive of best-in-class acknowledgements and promote continuous improvement across units.

Data Management, 25%

The Manager ensures the accuracy, consistency, and usability of stewardship data supporting acknowledgements, recognition, and engagement.

- Define and enforce standards for recording acknowledgement and stewardship actions in the CRM.
- Review acknowledgement and stewardship data for accuracy and completeness; resolve discrepancies in partnership with Advancement Services.
- Produce regular stewardship compliance and performance reports by unit, donor segment, and gift type.
- Identify trends, risks, and opportunities for improvement and share findings with the Director and Executive Director.
- Serve as the department's primary liaison to Alumni Records and Gift Administration for donor record updates

Stewardship & Donor Recognition Management, 20%

Under the direction of the Director and in coordination with the Executive Director, the Manager supports high-touch stewardship and recognition efforts that require centralized handling.

- Coordinate acknowledgement and recognition workflows for principal gift donors and leadership-level communications.
- Support giving society welcome, renewal, and recognition programs, ensuring consistent messaging and tracking.
- Manage stewardship tracking and documentation for individualized donor engagement plans.
- Prepare reports, lists, and logistical materials for select donor engagement events

Communication & Project Management, 20%

The Manager coordinates planning and execution for select university-wide stewardship initiatives.

- Manage donor-related special projects requiring cross-unit coordination, such as leadership communications, board resolutions, and special donor outreach initiatives.
- Coordinate timelines, data, and approvals with campus partners.
- Ensure accurate documentation and stewardship follow-through.

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>.



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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 **Manager, Donor Engagement & Recognition** with the top salary of **\$55,000, commensurate with experience**. This position is classified as operational which defines the benefits package.

HEALTH & LIFE

Our **health plan options** are designed to support a healthy lifestyle for you and your family. As state employees, we have multiple health insurance plans to attend to our employees' health needs. The Commonwealth's Department of Human Resources Management (DHRM) administers all plans. For in-depth descriptions and cost of premiums for each plan, including optional buy-ups, visit [DHRM's Health Benefits website on plan choices](#). *New employees are required to make health coverage selections within 30 calendar days of hire date.*

Optional Life Insurance For benefits-eligible employees, a group life insurance policy is 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. .

Long Term Care Insurance The Virginia Retirement System (VRS) has contracted with Genworth Life Insurance Company to offer Long-Term Care Insurance to Commonwealth of Virginia employees. Coverage is participant-paid (directly billed to employees and not payroll deducted) for a monthly benefit allowance of covered long-term care expenses.

TIME OFF

In addition to 12 paid holidays per year, you will accrue between 12 and 27 days per year of **annual leave**, which may be used however you wish, including vacations and other personal purposes, or to cover other kinds of leave for which you have zero balance.

A benefit unique to William & Mary eligible employees is an additional 16 hours of paid leave per year for **community service leave**, for services within their communities through school assistance or as a volunteer member of a community service organization, so you can get out there and be a part of the broader community.

RETIREMENT

In addition to Social Security, contributions will be made for you to a Virginia Retirement System (VRS) plan. The VRS plan that you are eligible to participate in is based on your hire date.

VRS Hybrid Plan (for employees hired on or after January 1, 2014 with no prior state service)

This is a combination of a defined (or fixed) benefit retirement plan and defined contribution (or 401k-like) plan. Members must have at least five years of service and have attained age 60 to retire early with reduced benefits. To receive full benefits, the member must be of social security age and have at least five years of service credit or when age and service credit equal at least 90. The benefits received under the defined benefit portion of the plan are determined by salary, length of service, age at retirement, and the retirement income option selected (e.g., survivorship, partial lump-sum optional payout). The benefits received under the defined contribution portion of the plan are determined by the contribution level and fund performance over time. More information about the [VRS Hybrid Plan](#) can be obtained at the VRS website.

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

The [Educational Assistance Policy](#), permits eligible faculty and staff who participate in the VRS or ORP retirement program to take advantage of educational opportunities. Participation in the program is by approval only. An eligible employee may be approved to enroll in an academic credit course of instruction at William & Mary and have the current tuition paid for or waived within the terms of the policy. An eligible employee may also be approved to enroll in an academic credit course of instruction at an institution other than William & Mary and have the current tuition reimbursed under the terms of the policy, provided the courses are not offered at William & Mary and are directly related to the employee's job.

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.