

WILLIAM & MARY

UNIVERSITY ADVANCEMENT

Senior Director of Annual Giving Systems & Strategy

Mission Statement

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 Senior Director (Senior Director) of Annual Giving Systems & Strategy is a senior strategic leader on the Annual Giving & Philanthropic Engagement team and plays a key role in shaping William & Mary's annual giving ecosystem. Reporting to the Associate Vice President (AVP) for Annual Giving & Philanthropic Engagement, this role is responsible for ensuring that systems, tools, data, and processes across annual giving are aligned and effective in driving donor acquisition and retention, increasing participation, strengthening the donor pipeline, and maximizing annual revenue. The Senior Director leads and oversees the direct marketing and annual giving stewardship teams.

The Senior Director partners closely with reunion & affinity giving, leadership & digital annual giving, donor relations, schools and units, advancement information services, and communication and marketing teams to deliver integrated, donor centered strategies. This position plays a key role in advancing innovation, testing, and performance measurement across the annual giving program through scalable, multi-channel outreach.

A strong and collaborative leader, the Senior Director serves as a strategic thought partner to the AVP and other annual giving leaders, champions professional development and cross campus collaboration, and supports the Annual Giving Board by providing insight, strategic direction, and data-informed guidance.

The Senior 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.

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.

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>.

Required Qualifications

- Bachelor's degree or the equivalent combination of education, professional experience and specialized expertise.
- Proven ability to develop and execute strategies that increase engagement, participation, and revenue, drawing on experience in annual giving and/or related fields such as fundraising, sales, marketing, business development, alumni relations, membership, or constituent engagement.
- Significant experience (typically 5+ years) in annual giving, advancement strategy, digital engagement, or related fields.
- Demonstrated success leading complex, data driven strategies, systems, or programs in a highly collaborative or matrixed environment (typically 5+ years).
- Experience successfully managing people, programs and resources with strong leadership principles in a highly matrixed organization (typically 5+ years).
- Strong analytical, problem solving, and strategic planning skills with the ability to translate insights into action.
- 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 community of internal stakeholders.

Preferred Qualifications

- Advanced degree.
- A successful track record leading an annual giving team and whole pyramid giving strategies at a major university in a complex, decentralized 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.
- Experience using Salesforce Marketing Cloud, GiveCampus or other similar higher education software.
- Experience in fundraising or higher education philanthropy.
- Experience leading Direct Marketing initiatives as part of a comprehensive annual giving strategy.

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 as required.

Job Duties

Strategic Leadership 65%

- Serve as one of the strategic leads for William & Mary's annual giving and philanthropic engagement team, ensuring coordination across direct marketing, digital campaigns, stewardship touchpoints, and systems that support engagement and solicitation.
- Provide leadership and oversight of the Direct Marketing function, ensuring best-in-class, multi-channel solicitation strategies (digital, mail, text, phone, day-of-giving, recurring giving).
- In partnership with Senior Director, Reunion & Affinity Annual Giving, design and implement scalable engagement pathways that connect annual giving programs and support long-term philanthropic growth.
- In partnership with donor relations team, build out robust annual giving stewardship plan to engage donors in sustainable ways.
- 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.
- Act as the primary strategist and super-user for annual giving technology platforms (e.g., GiveCampus, Salesforce Marketing Cloud), ensuring strong adoption, integration, and donor experience.
- Lead vendor relationships and guide continuous improvement of tools, workflows, and user experience through testing, iteration, and design thinking.
- Facilitate cross-functional collaboration through strategy sessions and planning initiatives that align annual giving efforts across University Advancement, increasing donor pipeline, engagement, and revenue.

Planning, Reporting & Analysis, 20%

- Conduct ongoing, data-driven analysis of donor behavior and program performance, including retention, acquisition, upgrades, participation, and day-of-giving outcomes.
- Translate data into strategic recommendations that inform solicitation strategies, stewardship approaches, and program refinement for schools and units.
- Oversee efficient production and execution of campus-wide and school/unit

annual giving direct marketing programs, in collaboration with partners.

- Partner with donor relations colleagues to build and strengthen annual giving stewardship strategy.
- Research, analyze, and resolve internal and external inquiries related to annual giving stewardship, direct marketing, and digital direct marketing fundraising strategy, ensuring alignment with best practices and institutional policies.

Performance Management, 15%

- 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 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.

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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