



WILLIAM & MARY

CHARTERED 1693

OFFICE OF UNIVERSITY ADVANCEMENT

Senior Director of Development for Parent & Family Giving

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 Senior Director is the lead university fundraiser for Parent & Family Giving in University Advancement. The Senior Director develops fundraising strategy and leads the execution of efforts to engage parents and other family members of William & Mary students and alumni for the purpose of securing and stewarding principal, major, and annual gifts to the university for endowment, capital, and annual support for all areas of the university, most critically the campaign funding priorities.

The Senior Director works in collaboration with central Advancement staff and others across campus to implement parent and family giving initiatives. The Senior Director serves as the resident expert, resource, and leader for all development staff on parent and family philanthropy. The Senior Director identifies, cultivates, solicits, and stewards a portfolio of approximately 100 major gift prospects with the capacity to make gifts/pledges in excess of \$50,000, including the leadership of the Parent & Family Council.

Reporting to the Assistant Vice President for Development for Campus Initiatives, the Senior Director is part of a team that focuses on seeking funds university wide, with an emphasis on initiatives that enhance the student experience. This role works closely with the Senior Director of Development for Student Opportunity, Senior Director of Development for Career Initiatives and the Senior Vice President for Student Affairs & Public Safety.

The Senior Director leads a team currently comprised of an Associate Director of Parent & Family Giving and a Senior Administrative Coordinator. The Senior Director oversees the Parent and Family Council (PFC), a leadership volunteer group of approximately 75 families with a \$10,000 per year giving minimum that serves as a critical resource for Student Affairs.

The successful Senior Director for Parent & Family Giving will be a proactive and collaborative member of this dynamic team and a champion for diversity and equity as William & Mary builds on its success

and continues planning for its next campaign. 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.

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 or the equivalent combination of education, training and or experience.
- Commitment to diversity, equity, and inclusiveness, including, but not limited to, collaboration, staffing and programming.
- Understanding of and desire to work in philanthropy in higher education and make an impact on the future of higher education.
- Progressively responsible experience in academic or non-profit fundraising (Typically, 7+ years).
- Demonstrated success identifying, qualifying, soliciting, cultivating, and stewarding donors at the lead annual and major (\$50,000+) level.
- Fluency in using persuasive language to promote visionary gift opportunities, with the proven ability to identify, qualify and cultivate prospective major gift donors and desire exceed goals.
- Strong interpersonal skills, with the ability to deal effectively and discreetly with donors, colleagues, and other appropriate officials.
- Strong business acumen with the ability to work effectively in a metrics-driven environment and a commitment to building a culture of engagement and philanthropy.
- Ability to work collaboratively with colleagues and with a diverse constituent base needed.
- Strong organizational skills, an entrepreneurial spirit, independence and the ability and desire to work effectively and successfully with minimal supervision, while managing complex priorities and projects concurrently.

Preferred Qualifications

- An Advanced degree (specifically a Master’s degree) in related field is highly preferred.
- Demonstrated management or leadership experience
- Significant experience raising funds from parent and family donors at an educational institution (university or independent K-12 school). (Typically, 5+ years)
- Campaign experience within a higher education environment. (Typically, 3+ years)

Conditions of Employment

- Extensive travel is required for this position
- This position is subject to additional hours beyond the typical work day to include evenings and weekends. Additional hours will be expected in support of the business goals.

Position Duties

Portfolio Management, 40%

- Lead, build and manage a program to identify, cultivate, solicit and steward a portfolio of approximately 100+ parent and alumni major gift prospects.
- Focus on pipeline development to meet increasingly aggressive annual fundraising goals.
- Execute appropriate communication/ cultivation plan for each prospect.
- Prepare written proposals to solicit prospects for gifts in support of the university.
- Travel extensively throughout continental United States to meet personally with current and potential donors to promote needs of the university.

Strategic Program Management, 40%

- Partner strategically with the regional advancement team and leadership teams of constituent units to develop a strong and effective case of support for current and potential parent and family donors for W&M to meet university strategic goals.
- Oversee the recruitment and support of the committee of volunteers on the Parent & Family Council.
- Implement strategies to elevate the overall philanthropic capacity of the Parent & Family Council year-over-year.
- Build and shape the infrastructure in partnership with the centrally based annual giving office in support of the Parents Fund.
- Provide oversight to annual fundraising strategies that will yield growth.
- Provide input, and guidance on mail, email and web-based and phone solicitation strategies.

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 by established deadlines with proper documentation.
- Address and document performance issues as they occur.
- Review and communicate safety issues to assure a safe and healthy workplace and a reduction in work related absences.

Foundation Support, 5%

(All work below is related to the support for gifts and/or communication about gifts that will support the William & Mary Foundation) or other university foundations.

- Negotiate, finalize, accept, document, and execute gift agreements to the WMF.
- Record and store gift agreements to the WMF.
- As appropriate, manage and invest gifts to the WMF.
- Document, administer and steward gifts to the WMF.



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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 **Senior Director of Development for Parent & Family Giving** with the top salary of **\$145,000**. 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

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.

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.