

WILLIAM & MARY

UNIVERSITY ADVANCEMENT

Web Communications Specialist

Mission Statement

University Communications (UC) serves as William & Mary's central communications office. The office is made up of three teams that support and promote the vision, mission and values of the university.

The Media Relations Team includes the university spokesperson and leads national media outreach, response, strategy and emergency communications. The Web Development & Strategy Team provides a suite of services to support campus digital and web communications, including collaborative planning, concepts, strategy and communications tools. The Content & Strategy Team leads public relations strategy, content strategy, communications planning, storytelling, internal communications and social media.

University Communications is led by the Senior Associate Vice President for Communications/Chief Communications Officer (CCO). It is part of the Office of University Advancement. In the Office of University Advancement, we create the conditions for opportunity – human, financial, & experiential – by garnering and stewarding the resources that advance William & Mary.

Position Summary

The Web Communication Specialist is a key member of the University Communications team in the Office of University Advancement at William & Mary. This role is part of Web Development & Strategy – a team of professional communications specialists and web developers – and reports to the Associate Director of Web Communications. The Web Communications Specialist shares responsibility for the management of university websites and communications platforms, including content creation, training and user support.

The Web Development & Strategy team manages several web platforms and services including the university's central content management system. Primary responsibilities for this position include training web editors on features and best practices, maintaining online help documentation, and consulting with campus partners on how best to stay on brand and organize web content for effective, accessible communication.

Strong writing and communication skills are essential for this role. The position is responsible for developing digital content, with a particular focus on writing and editing for web communications while maintaining consistency with the university's brand standards.

The Web Communications Specialist 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>.

Required Qualifications

- An undergraduate degree in a related field or an equivalent combination of education, training and experience.
- Recent and progressive work experience in web communication and technology, including the use of content management systems to align web content with brand guidelines and accessibility requirements.
- Demonstrated skill in writing, editing, and organizing content for websites and other digital communications.
- Mastery of high-quality, professional-level concept development, copywriting and editing.
- Demonstrated ability to manage multiple projects of various size and complexity within a team-based work environment, utilizing a high level of collaboration, facilitation and problem-solving skills to achieve department goals.
- Demonstrated ability to utilize highly effective organizational skills, time management skills, meet deadlines and navigate multiple projects and related details in a fast-paced environment.
- Demonstrated ability to communicate effectively, orally and in writing, and provide exceptional customer service within a diverse population of constituencies to include faculty, staff, students, and internal and external stakeholders.
- Demonstrated ability to conduct presentations to small and large groups.
- Knowledge of and experience with office productivity tools.

Preferred Qualifications

- Experience with HTML.
- Experience providing technology orientation, training and workshops.
- Experience working in a higher education environment.

Conditions of Employment

There is an occasional need for work outside of typical business hours. Some projects are tied to the academic calendar and university events and require work in the evenings and weekends.

Position Duties

Web Support, Training & Strategy, 60%

- Provide support to campus partners using the university's web content management system and other web services managed by Web Development & Strategy
- Deliver training on web tools, features, and best practices to campus users
- Lead and support web-related projects in collaboration with campus partners
- Develop and maintain documentation for web tools and services
- Communicate updates, enhancements, and new features to web editors and stakeholders

Collaboration & Project Leadership, 20%

- Collaborate with partners across University Communications, University Marketing and the professional and graduate schools on web projects and initiatives
- Serve as a project lead for Web Development & Strategy initiatives, guiding projects from planning through implementation
- Coordinate and support cross-functional projects and events with campus stakeholders
- Participate as an active member of multiple project teams, applying project management principles to ensure success

Content Development & Communications, 20%

- Develop digital content with a focus on writing and editing for web communications
- Ensure all content aligns with the university's brand standards and voice

- Partner with communications colleagues to develop and contribute to internal communications deliverables
- Moderate and maintain content across communication platforms managed by Web Development & Strategy

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.

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In addition to salary, William & Mary provides wonderful benefits and perks that add to an employee's total compensation package. **The Web Communications Specialist has a top starting salary of \$55,000. 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. Depending on the benefits plan you select, you may also be eligible for **Sick Leave** (64 hours) and **Family & Personal Leave** (32 hours) each year. Sick leave is for sickness or injury. Family & Personal leave can be used for any reason, such as vacation, sickness, family commitments. [Visit W&M Leave page for additional details.](#)

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.

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.