Lifetime Philanthropic Engagement & Annual Giving
Office of University Advancement

General Description:
The role of the Graduate Assistant for Student Philanthropy Programs is to educate, engage, and excite current students about the importance and impact of giving to William & Mary. This position will interact with students on a daily basis through one-on-one and group advising, training workshops, and event planning. The position will also coordinate student volunteers at alumni and donor engagement events. This individual will become a valuable member of the Lifetime Philanthropic Engagement & Annual Giving team and will provide unique perspective and insight into student philanthropy education on the local, regional, and national levels. This position will offer the individual an exciting learning opportunity, and the position can be crafted around the incumbent’s skills and interests. Previous fundraising experience is not necessary.

Responsibilities Include:

- **Assist with Students for University Advancement**—a student-led organization, sponsored by the Office of University Advancement, whose purpose is to educate the student body about the importance of giving to William & Mary and to serve as student ambassadors at alumni and donor events
  - Provide guidance and leadership to executive board
  - Train students on peer education and solicitation skills, event planning, marketing and public relations techniques, and University Advancement operations
  - Recruit and retain a diverse group of students to serve as members
  - Plan and execute meaningful philanthropy education programs and activities—both large and small scale—for the student body
  - Coordinate student volunteers at alumni and donor engagement events at the request of University Advancement staff members
  - Assist students in maintaining a strong social media and web presence for student philanthropy programs
Co-Advise Senior Class Gift
- Co-advise Student Philanthropy & Recent Graduate Engagement team with the recruitment and training of Senior Class Gift committee members at retreats and committee meetings.
- Communicate with Gift Accounting Office to facilitate the recording of senior class gifts; ensure data integrity is maintained.
- Analyze data for trends in student giving to execute targeted outreach initiatives.
- Assist with the planning and execution of Senior Class Gift events (wine and cheese socials, leadership donor receptions, Senior Week); staff events as needed.

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- Continuously research other institutions to identify best practices to enhance student philanthropy programs at William & Mary.
- Attend bi-weekly staff and bi-monthly division meetings.
- Meet with supervisor on a regular basis to share successes, upcoming projects, and future needs.

The Ideal Candidate:
- Has interest, knowledge, and skills to successfully advise a student-led organization.
- Is a critical thinker who is able to identify, prioritize and manage projects and tasks.
- Has a solid understanding of basic student development theories.
- Embraces different cultures, ideas, and backgrounds of students and co-workers.
- Has strong facilitation and presentation skills; is able to articulate a clear vision to both small and large audiences.
- Has the ability to work in a fast paced environment and is comfortable interacting with a diverse range of audiences including students, faculty, staff, alumni, and donors.
- Possesses strong writing and interpersonal skills.
- Is creative and constantly seeking new ideas and ways to enhance position.
- Is able to plan and execute major events on campus that attract students and promote a culture of philanthropy.
- Has past experience with data entry and analysis, or a willingness to learn.

Classification/ Hours:
- Open to Masters and Doctoral candidates.
- 20-hour per week position.
- Evening and weekend work is expected.

Benefits:
- Full tuition waiver; stipend as determined by the School of Ed. and Development office.
Key Characteristics:
- Student Development/Interaction - Very Frequent
- Higher Education/Administration - Frequent
- Programming – Frequent
- Project Development/Implementation – Very Frequent
- Autonomy – Frequent
- Advising – Very Frequent
- Collaboration – Frequent

Departmental Website: advancement.wm.edu

Immediate Supervisor:
- Reports to Assistant Director for Student Philanthropy & Recent Graduate Engagement

Contact: Lyda Phillips, Assistant Director, Student Philanthropy & Recent Graduate Engagement
  757-221-1943 or lvphillips@wm.edu

  Alora Hasson, Coordinator, Student Philanthropy & Recent Graduate Engagement
  757-221-1374 or akhasson@wm.edu