

Position Description
Graduate Assistant
Advancement Office – School of Education

The Graduate Assistant for the School of Education Advancement Office is part of a five-person External Relations team that works to cultivate internal and external stakeholders to engage with the school. This position supports the strategic philanthropic efforts that promote the school to alumni, parents, and friends through outreach and engagement. The graduate assistant reports to the Assistant Director of Engagement & Stewardship

Duties of the Position:

- **Donor Stewardship** – Manages the stewardship efforts for scholarship donors. Duties include:
 - Creating and managing a system to track and disseminate scholarship recipient thank you notes and profiles.
 - Contacting scholarship recipients to write thank you letters and complete online survey for profile.
 - Writing, proofing and preparing profile reports on all scholarship recipients.
 - Preparing and entering content for endowment reports.
 - Updating scholarship and endowment histories from donors as needed.
 - Assisting in planning and staffing annual awards ceremony.
 - Assisting with the gift acknowledgement process.

- **Alumni Outreach** – Assists with alumni outreach and communication efforts. Duties include:
 - Assisting with gift and donor-related content for monthly electronic newsletters.
 - Writing stories for newsletters and the website, including interviewing students/faculty to profile in publications.
 - Reviewing and updating website content.
 - Writing tailored communications to alumni/donors as needed.

- **Philanthropy Support** – Assists with projects supporting fundraising goals. Duties include:
 - Leading student philanthropy efforts for the School of Education.
 - Coordinating SOE (student/faculty/staff) participation in One Tribe One Day, the university’s day of giving.
 - Writing content for specialized development outreach efforts.

- **Special Events/Projects** – Assists with projects supporting the advancement office. Duties include:
 - Providing support to special events including planning, promoting, and attending events as needed.
 - Assisting with alumni events during Homecoming, Education Week and Charter Day Weekend.
 - Coordinating research and updating of alumni contact information.
 - Researching information as needed for proposal/marketing material.

- **SOE Development Board** – Assists with supporting the development board activities. Duties include:
 - Assisting with planning meeting logistics.
 - Attending board meetings to provide logistical support and ensure everything runs smoothly.
 - Supporting strategic initiatives of the board.

Selection Criteria

- Strong written and verbal communication skills
- Excellent organizational skills
- Self-starter with the ability to manage projects from beginning to end
- Ability to handle multiple, concurrent tasks

Supervisors

Erica Carter

Assistant Director of Engagement & Stewardship

emcarter@wm.edu

Patty O’Neill

Senior Director of Development

pponei@wm.edu

Interested applicants are welcome to contact the supervisors with any questions.