

Maybach Foundation Communications Volunteer Positions

Make a significant difference and boost your career during the economic slump! Apply your communications skills as a volunteer to help a high-caliber nonprofit better share its success stories. The Maybach Foundation is a 501(c)3 organization with an international network of opinion leaders, ultra high-net-worth individuals, and industry captains who recognize the importance of mentoring the next generation of global leaders.

The Maybach Foundation seeks one or more volunteers to join our existing volunteer communications team. The volunteer will work with Maybach Foundation staff to carry out specific communications projects described below. The time commitment and responsibilities vary by project. We would welcome one volunteer to do multiple projects; or multiple volunteers, each doing one project.

COMMUNICATIONS PROJECTS:

NEWSFLASHES: This project requires that the volunteer draw on appropriate material from our existing weekly internal program updates to prepare and send out periodic (2-4x/month) HTML-based email newsflashes—basically brief mini-newsletters we share with our network of supporters and public audiences. This requires that the volunteer:

- Be able to pull a story from our internal program updates (email-based), and supplement with additional information from program staff, protégés, mentors, advisors, and partners as needed (this requires solid interpersonal skills);
- Use excellent judgment in discerning what constitutes “news” that is appropriate to share with external audiences;
- Be able to select from relevant photographs, resize them as needed, to accompany the newsflash text;
- Be an excellent writer who is willing and able to work effectively with final editorial oversight from the executive director;
- Be able to create the draft in email or Word for editing, and then paste into an existing HTML template for email distribution;
- Be able to pull a mailing list from our CRM database (Salesforce) to generate an Excel-based file; and
- Carry out the emailing of the HTML newsflash using the resulting Excel-based mailing list.

Estimated time commitment for this project: 2-4 hours per week, with a commitment of 6 months or more.

WEBSITE CONTENT: This project requires that the volunteer a) post our newsflashes to our website on a regular basis, and b) make other routine website updates when needed. This requires that the volunteer:

- Be both website-savvy and an excellent writer and editor. We need someone who is extremely detail-oriented for this!
- Be able to generate PDFs from our HTML email-based newsflash updates (see above);
- Draft or select a single sentence or “blurb” about the newsflash to enter on our news page, link the jump to the PDF after uploading it, and demote the prior newsflash lower on the list, archiving newsflashes past a certain point on a linked archive page;
- Be able to draft text for additional periodic website updates based on email descriptions and conversations with staff, consultants, and other volunteers regarding upcoming and recently

completed events attended by or hosted by the Foundation; and post that text to the site on the appropriate page;

- Select photos for inclusion with website updates from our shared server, resize them appropriately, and post to site; and
- Make other similar website updates as needed.
- We would love to have a candidates with experience improving the way nonprofits communicate their fundraising needs, encouraging site visitors to donate, etc.

Estimated time commitment: 1-3 hours per week, with a commitment of 6 months or more.

PRINT COMMUNICATIONS: This project requires that the volunteer help us develop additional inserts for our existing print brochure following our existing template, lay them out in Word or an Adobe program, and oversee their printing. This requires that the volunteer:

- Be an excellent and detail-oriented writer and editor with an excellent eye for design;
- Help staff draft and edit content;
- Help select appropriate photos for inclusion in the inserts, including resizing them as needed;
- Produce PDFs of final product for inclusion on website and use by email;
- Coordinate assessment of numbers of printed inserts needed;
- Help make decisions about printing in-house (smaller numbers) or finding a low-cost but appropriate quality external printer (larger numbers); and
- Coordinate the printing process, assembly, and distribution of final product.

Estimated time commitment: 4-6 hours per week. We ask a commitment through the final printing of two inserts at a minimum; we would prefer a commitment to develop three additional inserts over the course of the next year or so.

PR MANAGEMENT: This is a less time consuming and more sporadic communications project for the Foundation; but requires that a volunteer draft periodic press releases, manage media related to periodic US-based fundraising events, etc. This requires that the volunteer:

- Be an experienced PR manager at a senior level, adept at handling media inquiries, setting up interviews, handling media at events that include celebrities, and the like;
- Be able to commit to a long enough period working with the Foundation to get to know us well enough to represent us to the media;
- Be an excellent writer, willing to work with staff, program participants, and other volunteers to identify newsworthy stories, draft them, and work with the executive director for final editorial approval; and
- Have a network of media contacts with whom to share press releases, and/or find appropriate pro bono press release channels; and possibly
- Work with senior staff to help shape overall PR strategy for the Foundation.

Estimated time commitment: 5 hours per month, with heavier periods of work leading up to and during an event (up to 10 hours per week).

FUNDRAISING COMMUNICATIONS: This is a very specific field in which we need an experienced fundraiser who specializes in crafting messages to target audiences. This person would review our existing materials (website, brochure inserts, ongoing newswashes and web updates, donor communications) to recommend specific improvements so that we are inspiring people to donate.

Estimated time commitment: 5 hours total.

ADDITIONAL GENERAL QUALIFICATIONS

- Minimum of one years' experience in the communications project area described above
- Ability to plan, execute and complete projects and tasks in a timely manner
- Strong organizational skills with exceptional attention to detail
- Excellent verbal and written communication skills
- Collaborative and consultative work style
- Sense of humor, flexibility and ability to work independently
- Able to think creatively and work successfully with diverse individuals and groups internally and externally, including across cultural boundaries.
- Ability to work effectively from home, but also to be available for periodic in-office meetings or office-based projects.

The Maybach Foundation encourages applications from women, people of color, people with disabilities, members of the LGBT community, or other minority groups.

HOW TO APPLY

Qualified volunteer applicants may submit a cover letter, curriculum vitae or resume and three professional or educational references by email only to contact@maybach.org. (Please, no phone calls. We are a small staff and cannot handle additional inquiries.) The Foundation will contact leading candidates on a rolling basis.

FOUNDATION MISSION:

The Wilhelm and Karl Maybach Foundation is a 501(c)3 nonprofit organization that mentors unusually promising young leaders facing adversity to bring about positive change.

For more information on the Foundation please visit our website, www.maybach.org.

Thank you for your interest!