



Job Description

Position Title: Development and Communications Coordinator, US
Proficient English; German language ability preferred.

Position Status: Part-time; 32 hours per week (onsite), \$25-28/hour

Reports to: Executive Director

Organizational Background: The Wilhelm and Karl Maybach Foundation's mission is to inspire people by showing Maybach engineering and design heritage. The Foundation's work is built on the heritage of Founder Ulrich Schmid-Maybach's great-grandfather, Wilhelm Maybach, who was raised in a progressive orphanage in Germany after his parents' death. Through a stroke of luck, his math and drawing potential was spotted by Gottlieb Daimler, who became his mentor. With Daimler's support and guidance, Maybach developed a revolutionary engine that launched the modern automotive era and fundamentally changed the world of transportation. Currently, plans are being made to develop a museum in Germany and a train Heritage tour.

Position Summary: Takes direction from the Executive Director in pursuing the overall Maybach Foundation development and communications goals from its San Francisco headquarters.

Development: Supports the building of a comprehensive US-based fundraising program through fundraising mailings, planning strategy, donor research, events and data oversight, report generation and analysis, as well as collateral production. Will also play an integral role in coordinating a Kickstarter campaign and other fundraising strategies along with the German fundraising team.

Communications: Coordinates multi-media/multi-channel communications strategies and the development of print and online collateral, utilizing *Style and Standards* guidelines developed in collaboration with the German office.

Additionally, the Development and Communications Coordinator will be the primary administrator of the Maybach Foundation fundraising database and internship program.

Specific responsibilities include, but are not limited to:

Development

- Manage donor database, run appeals and reports.

- Coordinate appropriate recognition of corporate sponsors and individual major donors on website, printed materials, and other venues.
- Develop naming opportunities for forthcoming ventures such as the restored Maybach train and Maybach museum.
- Assist in strategizing and implementation of a comprehensive US-based fundraising program.
- Participate in the development of a high-level donor 'Heritage Tour' and other related activities.
- Research and produce donor prospect profiles, and produce appeals for German-American clubs and other new donor markets.
- Produce donor/prospect events, as needed.
- Write organization-wide policies for internal standard operating procedures under the direction of the President and Executive Director as needed.
- Write, design and oversee production of fundraising collaterals.

Communications

- Produce (design and copywrite) print and online communications collaterals to inform existing US donors or engage new audiences.
- Develop newsletter and organize distribution schedule (electronic and print); oversee print production.
- Oversee regular communications including, but not limited to: social media management, events, editorial calendar, regular e-content updates.

General

- Coordinate US internship program; oversee interns.
- Stay current on the Maybach Foundation's program presence in Germany and the U.S.
- Other related tasks as needed by the President, Executive Director or Maybach Foundation.
- Maintain good work habits including promptness, adherence to Maybach Foundation workplace policies, preparedness for meetings and events, and responsive follow through on all sponsors and donors.

Desired Qualifications:

- 1-3 years' experience working in fundraising on annual giving, soliciting corporate sponsorships and/or individual gifts programs or in a related area including sales, marketing, communications or non-profit management
- Proven success in building and maintaining donor relationships
- Excellent English written and verbal communication skills; German proficiency very highly desired
- Salesforce database proficiency
- Impeccable attention to detail
- Proficient or advanced in social media marketing strategy
- Strategic and creative thinker
- Skilled in Microsoft Office Suite, Adobe Creative Suite

- Self-motivated and independent with the ability to multi-task
- Excellent judgment; knowledge of and adherence to appropriate donor and organizational confidentiality
- Strong interpersonal skills and ability to work effectively with individual donors, companies, and volunteers