



SOCIAL MEDIA INTERNSHIP DESCRIPTION

BACKGROUND

The Wilhelm & Karl Maybach Foundation's work is inspired by the heritage of Founder Ulrich Schmid-Maybach's great-grandfather, Wilhelm Maybach, who was raised in a progressive orphanage in Germany after his parents died. 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.

The Maybach Foundation's mission is to inspire people by showing Maybach engineering and design heritage, and by offering programs that encourage innovation. In 2015, the Foundation started the restoration of a Maybach engine train, and the establishment of an adjunct museum based in Friedrichshafen, Germany. Currently, plans are being made to refine and publish mentorship learning materials gleaned from the Foundation's work, while the focus remains on the European projects. Learn more about the Maybach Foundation at www.maybach.org.

INTERNSHIP TERMS: 8-16 HRS/WEEK, 3 MONTHS, \$300 STIPEND OR SCHOOL CREDIT

As a Wilhelm & Karl Maybach Foundation Social Media Intern you will have an opportunity to observe the inner workings of a family foundation. This position reports to Communications & Development Coordinator. Interns will be responsible for supporting senior staff on Foundation initiatives as well as the duties listed below. School credit for relevant programs or \$300 stipend is available for successfully completing the internship.

Day to day duties include:

- Develop strategy and manage the Maybach Foundation's social media presence
- Increase Followers and Engagement for Social Media channels (Facebook, Instagram, Twitter, YouTube)
- Oversee and enter online web content and updates, prepare reports on web traffic
- Stay current on the Foundation's programs, absorbing print information, shadowing meetings and phone calls

- Take on new projects as assigned by President/Executive Director
- Maintain good work habits, including promptness, adherence to the Foundation's policies, preparation for meetings and responsive follow-through with donors

DESIRED QUALIFICATIONS

Ideal candidates will currently pursue a Bachelor's in Communications, Design, Business, Marketing or similar field. Must have strong oral and written communication skills. Proficiency in Microsoft Office Suite, including Word, PowerPoint, Excel required. Experience with Social Media preferred. German language communication not required but highly desired.

LOCATION

San Francisco, Marina District; accessible by MUNI Buses. *No parking available.*

TO APPLY

Please send your resume and cover letter to:

flora.loew@maybach.org

Or:

Flora Loew
Wilhelm & Karl Maybach Foundation
3106 Fillmore Street, 2nd Floor
San Francisco, CA 94123

No phone calls please.