

Lama Yeshe Wisdom Archive Staff
2025

Jen Barlow

IT and Finance Director

- Responsible for all IT projects and tasks including managing infrastructure, servers and applications, providing end-user support and writing documentation.
- Coordinate and support programmers and web editors for three websites.
- Develop and track organizational budget, track grant expenditures, and produce reports for donors, grantors, staff and the Board.
- Manage financial procedures, perform monthly bookkeeping tasks, and support accountants' annual audits.
- Responsible for payroll and taxes, and administration of benefits programs.
- Coordinate and collaborate with staff responsible for publishing books, ebooks and multimedia presentations, maintaining website content, and communicating through emails and social media platforms.

Ven. Tenzin Desal

Office Manager and Membership Coordinator

- Maintain a FileMaker (FM) database with currently over 16,500 records, ensuring that contact information is up to date and accurate.
- Process orders sent via our website, US mail, and payment providers: Amazon, Paypal, and Ebay; this includes printing, documenting, confirming, preparing packages, and creating shipping labels for packages.
- Record donations and send out receipts.
- Answer email correspondence, and file emails in appropriate folders, including personal requests for assistance.

- Print out Deposit/Settlement Reports which include reconciliation of charges for Payment Providers.
- Order supplies as needed.
- Prepare invoices and coordinate all large overseas orders with shippers and recipients.
- Maintain memberships by welcoming new members, recording payments, sending out membership information and gifts along with receipts, providing access to our members-only content on the website, and arranging pujas/light offerings with providers according to wishes of the members.

Sandra Smith

Web and Publications Editor

- Review and edit website copy, as well as forthcoming books and ebooks, to ensure accuracy, clarity and consistency in style, spelling and grammar.
- Oversee and support the work of web editor, Tom Truty.
- Manage and publish online content in Drupal, including text, images and multimedia.
- Write engaging copy for web landing pages, articles, books, ebooks and newsletters.
- Manage Lama Zopa Rinpoche's Online Advice Book, reviewing, editing and publishing advices regularly.
- Organize website so that all categories are well-populated, the structure is optimized and the site is easy to navigate.
- Conduct regular website audits to correct errors, broken links, outdated information and terminology.
- Collaborate with team members to align content with the organization's vision and goals.

- Maintain compliance with legal and regulatory requirements, including copyright.

Megan Evart

Digital Publishing and Social Media Manager

- Utilize social media platforms by selecting, editing, and producing LYWA content tailored to maximize outreach and engagement within each platform, by supporting community engagement on all platforms, and by promoting FPMT-affiliated content.
- Optimize social media management by adapting to constant social media platform updates and responding to new platform directives and opportunities.
- Increase social media outreach by expanding into new social media platforms and promoting internal messaging across all platforms.
- Engage in substantive and technical video, image, and audio editing for optimal digital publication quality.
- Manage e-publishing by editing, publishing, updating, and promoting digital content including e-books, multimedia presentations, audiobooks, and podcasts, and by producing, monitoring, and managing marketplace listings on vendor platforms.
- Strategize, develop and produce LYWA Courses based on LYWA titles and associated archival assets.
- Provide development support by creating and managing social media fundraisers and collaborating in creating and disseminating other development materials and methods.
- Provide substantive and technical assistance in maintaining and securing websites including web editing support and monitoring site traffic and visitor behavior.

Stacey Martin

Content & Communications Manager

- Design and develop fundraising newsletters, special mailings, and resource support to over 12,000 subscribers; support ongoing initiatives and implement strategies to increase LYWA's outreach and engagement.
- Oversee annual membership mailings and communicate with Members regarding new publications from LYWA and Wisdom Publications.
- Collaborate with the Social Media Manager to develop marketing and outreach strategies that grow email subscriber lists and increase membership support.
- Manage archival materials by researching and reviewing new and historical material and cataloging records across archival databases.
- Oversee and maintain LYWA publication files and teaching transcripts in AssetBank to ensure accessibility and support future reprints or publication updates.
- Provide translation support to international publishers by preparing MOAs, supplying design files and related resources.
- Maintains LYWA's website Translations pages with up-to-date foreign-published LYWA titles.
- Work with the Web Editor to post and edit content for LamaYeshe.com as needed.
- Produce inventory reports, assist with data entry, and handle Office Manager responsibilities during absences or retreats.

Tom Truty

Web Editor

- Review, edit and proofread new content for three websites and select books, to ensure accuracy, clarity and consistency in style, spelling and grammar.

- Upload, publish and manage website content using Drupal content management system (CMS) and WordPress CMS. This includes formatting text, adding images or multimedia elements, and optimizing content for search engines.
- Write engaging, relevant and accurate product descriptions for landing pages, articles, books and e-newsletters.
- Organize content for three websites to ensure that all categories are well-populated, the structure is optimized, and the sites are easy to navigate.
- Conduct regular content audits to ensure accuracy of website content. Identify and rectify any errors, broken links, outdated information and terminology.
- Tag webpages using keywords to ensure all content relating to a specific topic is linked and easily found by users.
- Maintain high-quality, engaging content that meets the needs of its target audience and increases audience engagement.
- Work closely with other team members to ensure that content aligns with the overall vision and goals of the organization.
- Ensure compliance with legal and regulatory requirements, including copyright.
- Continuously improve skills and knowledge through study and training.
- Collaboratively design and produce educational programs based on LYWA published content.