

Lama Yeshe Wisdom Archive Staff
2024

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 16,000 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, edit and proofread new website content and books to ensure accuracy, clarity and consistency in style, spelling and grammar.
- Upload, publish and manage website content using Drupal content management system (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.
- Manage Lama Zopa Rinpoche's Online Advice Book, ensuring the advices are reviewed, edited and published regularly.
- Organize website content to ensure that all categories are well-populated, the structure is optimized, and the site is 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.

Megan Evert

Social Media and ePublishing 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.
- 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.
- 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

- Compile and design fundraising communication newsletters and special mailings reaching over 14,000 subscribers.
- Collaborate with the Web Editor to post content and edit the LamaYeshe.com website and two auxiliary websites.
- Update and maintain archival material in a cloud-based digital asset management system through a comprehensive verification process to ensure that all metadata is accurate and records are up-to-date.
- Manage a video archive by researching, collecting, reviewing new and old material, cataloging records in several archival databases, and coordinating the conversion of outdated video formats to digital video files.
- Manage annual membership mailings and communicate with Members regarding new publications from LYWA and Wisdom Publications.
- Contributed to the design and development a new WordPress website, and maintain and update content as needed.
- Produce inventory reports, assist with data entry as needed, and handle the Office Manager's responsibilities while on retreat.