



Job Title: **Volunteer Engagement Specialist**

**This is a part-time (20-25-hours/week) temporary position with the potential of it becoming a full-time permanent position.**

### **Organization Overview**

Maddux Achilles Haggard was born on Feb. 4, 2005, with a condition called myotubular myopathy. It prevented him from breathing, swallowing or moving on his own. On the sixth day of his young life, his parents, Mike and Cheryl Haggard had to make the excruciating decision to take him off life support. Before they did, they called photographer Sandy Puc' to take black and white portraits of them cradling their son. Puc' photographed the couple with Maddux at the hospital before he was removed from life support and after — when he was free from the tubes and the wires that had sustained him.

Those tender photographs documenting Maddux's eternal connection with his parents inspired Cheryl Haggard and Sandy Puc' to begin the nonprofit organization, Now I Lay Me Down to Sleep (NILMDTS). Since 2005, NILMDTS has provided tens of thousands of parents with free professional portraits of their baby. NILMDTS administers a network of over 1600 volunteer photographers in the United States and around the world.

### **Overview of the Volunteer Engagement Specialist**

NILMDTS is able to carry-out its mission because of the efforts of our volunteers. This position is an essential part of increasing the number of families who receive our services. Most of what our organization does is virtual. Therefore, the Volunteer Engagement Specialist must have strong experience with marketing, phone communications, email communications, blogging, social media and technology, and be able to utilize these tools as a major means of recruitment and communication. This position will be directly responsible for recruiting volunteers and increasing the number of session NILMDTS provides. This individual needs to be reliable, organized, and compassionate. This position needs someone with strong written and verbal communication skills as well as strong computer skills.

### **APPLY if you:**

- Have a deep passion for the mission of NILMDTS to serve families and support our volunteers.
- Thrive working in a quick-paced, demanding and challenging, yet rewarding environment.
- Have a demonstrated history of taking initiative and being successful.
- Can think through processes to be more efficient and productive.
- Can recruit, lead, and inspire volunteers to be an instrumental part of our work.
- Have an understanding or experience with anticipating the needs of the organization as a whole by staying one step ahead.
- Are flexible and can adapt to unique situations on a daily basis.
- Can complete tasks with little direction.
- Are self-motivated and can work remotely.
- Enjoy making phone calls to recruit volunteers.



### **Marketing**

- Execute media and marketing plans to recruit volunteers and bring former volunteers back.
- Oversee, recruit and communicate with NILMDTS Ambassadors. Produce material for the Ambassadors to utilize monthly for recruitment.
- Work with the marketing team to develop all social media posts related to recruitment.
- Develop compelling emails for interested volunteers.
- Promote all NILMDTS events through the website, social media, photography calendars, etc.
- Strategize and plan Recruit a Photographer Month as well as other recruitment efforts.

### **Trade Shows & Conventions**

- Actively pursue NILMDTS presence at photography and other related trade shows and conventions - large and small.
- Seek opportunities for workshops, exposure at other workshops and displays, as well as other conference exposure such as printed materials and emails.
- Develop and execute a follow up strategy for those who show interest at conventions and in other venues.
- Manage the trade show schedule and shipment of display materials.
- Ensure NILMDTS has ample trade show materials.
- Take care of display items and replace as needed.

### **Outreach**

- Make live presentations or schedule volunteers to speak at conferences, clubs and other photography events.
- Make regular phone calls to interested volunteers and past volunteers to recruit them back.
- Coordinate NILMDTS mission volunteers and the volunteer recruitment table at all NILMDTS Remembrance Walks.
- Build relationships and collaborations with vendors in the industry, camera clubs and meetups as well as other photography and camera related businesses.
- Plan, lead and execute webinars and live webcasts for volunteers and potential volunteers.
- Speak with a number of volunteers and bereaved parents by phone and through email to answer questions, assist with a number of needs and direct them to the appropriate staff person or volunteer.
- Coordinate photography workshops and other recruitment workshops in target states.

### **Required Education, Experience, Skills, and Essential Job Functions**

#### **Education**

- Bachelor's degree in business, marketing, journalism, communications or related field preferred. 3 years of related experience, in lieu of a degree, will also be considered.
- Minimum of two years of experience as a NILMDTS volunteer is a plus.
- Nonprofit experience is a plus.



### **General**

- Exceptional verbal and written communication skills.
- Ability to take initiative to further the NILMDTS mission.
- Ability to create solutions to increase productivity and efficiency at the office.
- Ability to complete projects with little supervision.
- Ability to coordinate multiple tasks efficiently while meeting deadlines and objectives.
- Excellent time management skills and the ability to prioritize work.
- Strong critical thinking and organizational abilities.
- Strong ability to troubleshoot and solve problems.
- Ability to be sensitive to the nature of our work.
- Ability to communicate effectively with photographers and grieving parents.
- Demonstrated knowledge and ability to work independently and as a team member.

### **Computer Skills**

- Proficient in Microsoft Office Suite.
- Ability to operate in Google Drive including Documents and Forms.
- Experience working with Macintosh computers.
- Some experience with Trello or other project management software such as Asana or Monday.com.

### **Essential Job Functions**

- Must be willing to work occasional evenings and weekends.
- Must be able to communicate effectively through telephone and video conference calls.
- Must be willing to travel occasionally.
- Ability to lift 25 pounds regularly.

### **To Apply**

NO PHONE CALLS PLEASE!

By email: Please submit a cover letter and resume to [employment@nilmdts.org](mailto:employment@nilmdts.org)

Please use: "Volunteer Engagement Specialist" as your subject line.

For More Information about Now I Lay Me Down to Sleep,  
please visit our website: <http://www.nowilaymedowntosleep.org>