



Three Project-based Volunteer Opportunities: HR and Marketing

Do good while social distancing this fall and winter! Apply your expertise in HR or Marketing to help Literacy Minnesota strengthen its infrastructure and move toward its vision of a world where life-changing learning is within everyone's reach.

Literacy Minnesota is seeking several professional-level volunteers for project-based work during the fall and winter 2020-21. These are unpaid opportunities and not available to current employees or current board members. All projects can be done remotely.

Organizational Background: Literacy Minnesota is a nonprofit organization dedicated to improving literacy throughout our state. Our team provides direct services and strengthens literacy programs in Minnesota and beyond by providing training, national service resources and technical assistance to other organizations.

Available volunteer opportunities:

1. Policy Manual Revisions
2. Product Marketing
3. Employee and Supervisor Professional Development

1. Policy Manual Revisions (HR focus)

Project description: review and edit organizational policies for employees, financial management, crisis management and supervisors. Migrate existing content into new template (provided by organization) with the end result of a single master document and individually-editable policies. Consult with leadership about changes and additions while incorporating best practices as needed.

Anticipated time commitment: 2 to 4 hours per week over a six-month period of independent work time. Ability to attend phone or video meetings on a biweekly basis. Ideal start time during the month of November but we are flexible with the timeline.

Qualifications: 8 to 10 years of experience in human resources, employment law or closely related field. Previous experience writing and editing policies. Ability to work remotely with own computer equipment.

2. Product Marketing (Marketing focus)

Project description: Expand sales of our annual anthology, *Journeys*, to individuals and organizations. Research existing markets and explore new channels for promoting the book and its affiliated curriculum. Also explore markets for sales of our new anthology *Black Literacy Matters*. Sales market is not limited to Minnesota. Collaborate with staff on promotional materials and other collateral as needed.

Anticipated time commitment: 2 to 4 hours per week beginning as soon as feasible with flexible end date. Ability to attend phone or video meetings on a regular basis. Both books will publish new editions in spring of 2021. Promotion of the 2020 edition of *Journeys* could begin at any time.

Qualifications: 8 to 10 years marketing experience with a range of products and services. Demonstrated success in increasing sales. Familiarity with retail markets for publications or similar industry. Excellent communication and interpersonal skills.

3. Employee and Supervisor Professional Development (HR focus)

Project description: Assess current offerings, and survey staff and supervisors regarding professional development needs over the next 18 to 24 months. Research affordable and free online educational opportunities and provide recommendations to leadership.



Anticipated time commitment: 2 to 4 hours per week over a three-month period. Ability to attend phone or video meetings on a regular basis. Ideally, this work will take place during the winter months with a recommended plan launch for the spring.

Qualifications: 8 to 10 years of human resources, organizational development, leadership development or other related training experience. Ability to work remotely with her own computer equipment. Excellent interpersonal skills.

Benefits of all opportunities:

- Use your expertise to help a nonprofit expand its program quality and reach
- Gain knowledge of Adult Basic Education and literacy programs in Minnesota.
- Free access to literacy council [tutor trainings](#)

To apply: Please email cover letter and resume, with **Project Volunteer** in the subject line, to hr@mnliteracy.org. Please specify which project you are interested in. All opportunities are open until filled, with priority given to applications received by **Friday, October 23, 2020**.

Literacy Minnesota fosters an organizational culture that is welcoming and inclusive to all. **We strongly encourage applications from people of color, indigenous peoples, immigrants and refugees, LGBTQ+ individuals and people with disabilities.**