

School of Bhakti is in a pioneering chapter of its history. We aspire to create something that will go around the world and touch the lives of people far and wide. We are blessed to have a team of diverse, creative and highly motivated individuals who offer their time and energy in serving others and making the world a happier place! You are welcome to join us and be part of history in the making!

ROLE TITLE

Promotions

REQUIREMENTS & RESPONSIBILITIES

Marketing:

- Define marketing and promotion strategy and a plan for SB for 2020 – including maintaining the Brand and Vision - this belongs to Marketing stream.
- Define campaign strategies and management for marketing initiatives, based on the campaign vision created by the Ops Manager and team.
- Create and maintain promotional material suitable for platform and audience – e.g. posters for courses, events and retreats – that are fit for purpose and targeted.
- Keep promotional material up to date as things progress – this is key! Advertise at least 4-6 weeks in advance.
- Design and produce merchandising material that is fit for purpose for SB.
- Create marketing content and provide search engine optimisation for our new SB website, as our primary platform
- Monitoring and managing social media
- In future, Marketing will need to oversee outside vendors and agencies. Especially those who we chose to market for us. Agencies such as ad agency, print vendors,
- PR agencies etc.

Comms:

- Producing Internal communications (for SB team and Manor) – everything from SB progress information [via monthly newsletter] to SB values, SB priorities and SB goals.
- External communications – especially when SB becomes a recognised brand out there and then there is media interest. Also, especially for SB charity as we approach more corporate clients.
- Managing congruency across comms – ensuring consistent messaging for all SB comms (internal & external).

TIME COMMITMENTS

Minimum 5-7 hours per week.

BENEFITS

Practical support and provision of resources to empower you in carrying out your task.

Ongoing support for your spiritual development through courses and discussion groups.

Your team lead will guide you to help you progress in your area of service.

Points of contact where any suggestions, concerns and complaints can be raised. After volunteering for a minimum of three months 50% off all online courses, after volunteering for a minimum 6 months 50% off courses held onsite.

HOW TO APPLY

Please complete the [application form](#)