

Marketing and Communications Role Description

School of Bhakti is looking for an enthusiastic marketing lead with relevant experience to serve with our teams in the marketing and communication of our spiritual offerings (courses, events, retreats) which are based on the universal teachings shared by Srila Prabhupada.

Key responsibilities include developing a marketing promotion and communication strategy along with a clear plan which aligns closely with the SB mission, vision and purpose. This role is an exciting opportunity to enhance the marketing content of the SB spiritual offerings as well as the SB newsletter and website.

Additional Responsibilities:

- Inspire, engage with and lead a small team of marketing volunteers
- Discuss plans with SB teams to support promotion of courses, events, retreats across different ISKCON and non ISKCON organisations
- Oversee all marketing and promotion campaigns including on social media
- Develop marketing and communication related content, ensure suitability for all promotional platforms including social media and electronic or printed displays around the Manor
- Create posters, contribute to video creation, coordinate IG or FB live sessions and assist in relevant operational tasks to ensure SB promotes in a timely way
- Final sign off for all key marketing and promotional content
- Posting information and responding to queries on social media platforms
- Overseeing unlisted content eg on YouTube
- Review marketing analytics and manage the marketing budget

SKILLS REQUIRED:

- Creative, innovative thinker
- Analytical, attention to detail
- Good Team player with strong organisational and people management skills
- Effective communications skills
- Flexibility to serve with various SB teams
- Experienced using MS Office, Google documents and CANVA

WORKING HOURS

- 5 days per week including weekends, 35 Hours per week
- On site at School of Bhakti, Bhaktivedanta Manor, with flexibility to travel as and when the need arises
- Core Working hours: Thursday - Monday 10 AM – 6PM (with an hour's lunch break)
Tuesday & Wednesday off days
- Salary: Current minimum wage
- Holiday entitlement and statutory sickness allowance as standard